

OFFICIAL PROGRAM

32nd Annual

VALLEY OF THE MOON Vintage Festival

Sept. 21, 22, 23 & 24, 1978

Supplement to The Sonoma Index-Tribune Sept. 21, 1978

PROPERTY OF
VASQUEZ HOUSE LIBRARY





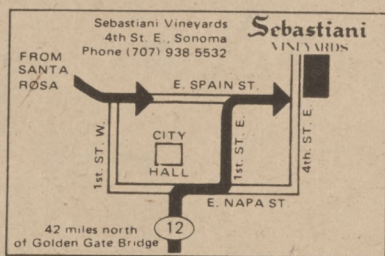
You're invited to see the carved casks of Historic Sebastiani Cellars



The centuries-old European tradition of carving wine casks has been revived here in the cellars of our winery. In fact, our wood carver, 77 year old Earle Brown, just can't let his chisels rest for a moment. Everything made of wood is fair game for his carving talents. As a result of these artistic creations the winery has become a veritable gallery for his work. From posts, beams and doors to casks and vats, nothing escapes his busy tools. What better complement to the art of wine making?

We invite you to judge for yourself. Visit our cellars and view the carvings ... then taste the wine.

Guided tours are conducted daily from 10 to 6.



August Sebastiani

August Sebastiani



Sebastiani

VINEYARDS

EST. 1825

P.O. Box AA Sonoma CA 95476

Officers

1978

VALLEY OF THE MOON VINTAGE FESTIVAL

ASSOCIATION, INC.

Sonoma, Calif.



DORENE MUSILLI
President



FRANK CUMMINGS
1st Vice President



ROBERT CARVER
2nd Vice President



JO JAMES
Recording Secretary



JEAN PETERSEN
Corresponding Secretary

President's message

Dear Friends:

In The Beginning there was the Mission. History does not tell us when but a tradition was born sometime during the years following the beginning of the Pueblo. Homes were built for those who wanted to live close to the Mission. There were the fields that provided the sustenance and the employment for those who lived in the homes. Prior to the first frost of Autumn it was the custom of the people to join together for a celebration which started at the Mission. This was not a "religious ceremony" but truly a reverent "Blessing of the Grapes". Everyone joined in giving thanksgiving for a bountiful harvest. As was the custom of the times, the vinters showed their appreciation to those who helped to make the wonderful wines of the Sonoma Valley by opening their doors; celebrating with food, drink, levity, dancing and by setting time aside for reminiscing and keeping alive the history of our Pueblo.

The recorded first "Vintage Festival" was held in Pansy Valley, on the Rhine Farm, near Sonoma. It must have been quite a sight to witness the gathering of all the Valley people with their surreys, spring wagons, carts and saddle horses. Every family packed a picnic lunch. There was singing, dancing and visiting from fire to fire. At dusk kerosene lanterns were lighted. The children were delighted with the festivities and waited in anticipation for the stars to fill the sky and the moon to come up over the mountains of the Valley. Now it was time for the play, built around the Greek myth, "Bacchus, God of Wine". A festival was born.

As time went on our children added a holiday spirit to this occasion. These celebrations continued throughout the years without pattern or program until October 4 and 5, 1947 when the first annual Vintage Festival was held in the City of Sonoma. It was dedicated to "The Cradle of California's World Famous Wines".

Traditionally, the Vintage Festival recognizes and affords tribute to the beginning of the Wine Industry in California by holding an appropriate ceremony depicting the original "Blessing of the Grapes". The true history of Sonoma is depicted in the re-enactment of the Bear Flag Revolt, the Vallejo-Haraszthy wedding and other events.

Today, on its 31st anniversary, the Valley of the Moon Vintage Festival Association, a volunteer non-profit organization, has as its sole function the task of putting on the Festival, members are not connected with the City of Sonoma nor the Chamber of Commerce.

The Board members are working hard to assure the Vintage Festival will not become a "remember when". Townspeople and visitors appreciate an opportunity to enjoy our Pueblo, our history, our monuments and the unfolding of California history as they watch the various re-enactments which are presented throughout the Festival.

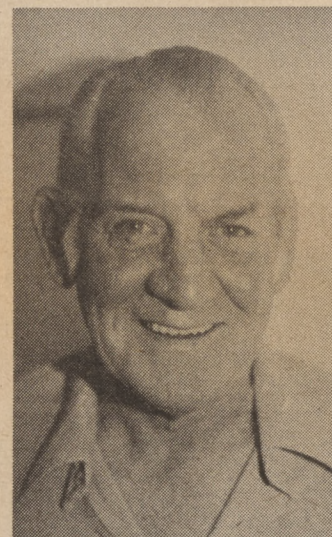
The future of the Vintage Festival depends primarily on those of us who desire this heritage to be protected and preserved for others to enjoy. We ask you all to join with us in our efforts to perpetuate this unique event for the future generations of this lovely Valley. We need your financial assistance. Your tax deductible contribution, in any amount, would be greatly appreciated. Please send your donation checks, payable to VOM Vintage Festival Association, P.O. Box 652, Sonoma, California 95476.

Thank you for your support and we hope that this has been a truly enjoyable and memorable experience for all.

Sincerely,
Dorene Musilli (Mrs.)
President

BOARD MEMBERS

Carl August
Kevin Austin
Jean K.T. Carter
Karen Carver
Blythe Carver
Fred Harland
Kathleen Hill
Jean Licata
Stephan Moore
Denise Musilli
Shirley Rist
Evan Ross
Dan Ruggles
Carol Sharp
Paul Sheffer
Fred Van Ogle



ROBERT PETERSEN
Treasurer



SUE STANLEY
Parliamentarian

Events chairmen

BLESSING OF GRAPES..... Robert Carver
PATRONS..... Jean Petersen, Jean Carter
WINE TASTING..... Jo James, Robert Carver, Carol Sharp
BOOTHES..... Sue Stanley, Robert Petersen, Kevin Austin
PARADE..... Carl August, Shirley Rist, Alan Quince
MUSIC..... Dan Ruggles, Jean Carter
RIDES..... Paul Sheffer
WINDOWS..... Jo James, Fred Harland, Jean Licata
HOSPITALITY..... Pat Goin, Carol Sharp
PUBLICITY..... Kathleen Hill
COSTUMES..... Karen Carver, Blythe Carver
WEDDING..... Blythe Carver, Carol Sharp, Evan Ross
BEAR FLAG REVOLT..... Butch Alexander, Dan Ruggles, Jr.
LOGISTICS..... Frank Cummings
TROPHIES AND AWARDS..... Shirley Rist, Carl August

Past Presidents

1947 - James F. Lyttle	1962 - R.H. (Bob) Brown
1948 - Dan Ruggles	1963 - Ray Sampson
1948 - August Pinelli	1964 - George Powell
1949 - Carolyn Wolfe	1965-66 - Robert H. Cannard
1950 - Armand Franquelin*	1967 - Henri Maysonnave
1951 - Mrs. Orson Linn*	1968 - Dr. Allan Querin
1952 - Howard Blank*	1969 - Jack Adams
1953 - Charles E. Cochran	1970-71 - Col. Paul Walker
1954 - Carolyn Wolfe	1972 - Merlyn Hunter
1955 - Harry Phinney*	1973 - Dr. Ralph Kelly
1956 - E.L. Richardson*	1974 - Sue Stanley
1957-58 - Esther Pagani Gowans	1975 - Toni Schaffner
1959 - Col. J.V. Thebaud	1976 - Elaine Sheffer
1960 - Luis Vela	1977 - Dorene Musilli
1961 - Hudson Auberlin	*deceased

AMONG VINTAGE FESTIVAL FEATURES



The Bear Flag incident

A re-enactment of the revolt by a group of early California settlers and visitors to Sonoma dissatisfied with Mexico's rule over California. They seize the military barracks here and take General Mariano Vallejo prisoner. In the Plaza, they pull down the Mexican emblem and raise the home-made Bear Flag, proclaiming a California Republic.

Participants in the event include members of the Sonoma community.



THE WEDDING of the sons of General Vallejo and the daughters of Count Agoston Haraszthy is a popular vignette feature at each Vintage Festival celebration. Setting for the "wedding" is the old Sonoma

Mission, where singing, dancing and colorful costumes prevail. The double wedding will be enacted on Saturday and Sunday, starting at 1 p.m.

Vallejo-Haraszthy wedding

One of the principal historical vignettes at the Festival is the one re-enacting the double wedding of two of General Mariano G. Vallejo's daughters with two sons of Count Agoston Haraszthy, known as the Father of California Viticulture. Singing, dancing and colorful costumes highlight the popular feature in which members of the Sonoma community portray the principal characters involved.

Old photographs exhibit

The League for Historic Preservation will have an unique display of old photographs including some of the original Buena Vista vineyards and the people working and living in Sonoma at the time. Also featured will be old articles of advertising of the wineries of Sonoma Valley and some old home and business furnishings.

The exhibit will be at the Vasquez House in El Paseo courtyard, which is headquarters for the League for Historic Preservation.

The Vasquez House is open to the public Wednesdays through Sundays from 1-5 p.m.



1978 PATRON MEMBERS

Adobe Drug
Ruth W. Akin
Archie Anderson
Cmdr. & Mrs. Charles G. Avery
Dr. Stuart Bacon
Anne C. Badgley
Josephine S. Baker
Mr. & Mrs. R.P. Sullivan
(Bank of America)
Frank Bartholomew
(Buena Vista Vineyards & Hacienda Wine Cellars)
Mr. & Mrs. Warren Berl
Mr. & Mrs. Lloyd Bernhard
Dr. & Mrs. John J. Bertrand
Mr. & Mrs. Alfred D. Beseman
Mr. & Mrs. Charles Bundschu
Mr. & Mrs. Towle Bundschu
Mr. & Mrs. Robert S. Carnachan
Mrs. Elma Case
E. Jeanne Cassil
L.E. Castner
Mr. & Mrs. Ralph E. Clithero
Camille M. Cochran &
Joan M. Cochran
Mr. & Mrs. Bruce Cohn
Charles A. Cook
Col. & Mrs. J.W. Cotton
Dr. & Mrs. Wayne Craven
Dewey Donnell (Wells Fargo)
Mr. & Mrs. Albert Dubbrin
Mr. & Mrs. Roger H. Farrell

Mr. & Mrs. Leonard Duggan
(Duggan's Mission Chapel)
Mr. & Mrs. Bernard Fernandez
Dennis C. Foster, D.D.S.
Mr. & Mrs. Harry Foster
Dr. & Mrs. Harold E. Fox
Mr. & Mrs. Myron Freiberg
Glendale Federal Savings
Great Western Savings
Mr. & Mrs. Stephan Gold
Mr. & Mrs. Jon M. Groseth
Capt. C.E. Guisness (Ret.)
Mrs. Henry Q. Hawes
Mr. & Mrs. Gerald N. Hill
Mr. & Mrs. John L. Hunter
James - Sonoma Electric Co.
Mr. & Mrs. William Kleinsasser
Mr. & Mrs. Irvin Larsen
Flavis Lazenby
Mr. & Mrs. William E. Lee
Les' Auto Parts
Elmira Leveroni
Mr. & Mrs. John Licata
Mr. & Mrs. Charles Locarnini
Mr. & Mrs. Robert M. Lynch
Mr. & Mrs. Franklyn H. Lyons
Frederick B. Mangelsdorf
M.A.R.S. (Mr. & Mrs. John Musilli)
Mr. & Mrs. John C. Marsh
Dr. & Mrs. W. Newman
Ernestine McNab

Constance A. Menzies
Tom B. Michelis
Mr. & Mrs. Weldon H. Middagh
Mabel Miller & Dr. Charles Foster
Dr. & Mrs. Ralph T. Mitarai
Mr. & Mrs. Klaus A. Mueller
Willie P. Mundell
The Sonoma Hotel (Dorene & John Musilli)
Dr. & Mrs. Hal B. Peterson
Mr. & Mrs. Paul Pfau
Mr. & Mrs. A.E. Ponting
Mr. & Mrs. James Ponting
Mrs. Harry Pratt
Dr. & Mrs. Wayne Price
Mr. & Mrs. Stanley Prosser
Dr. & Mrs. John Reichell III
Mayor Henry J. Riboni
Dr. & Mrs. John R. Schafer
Dr. & Mrs. David R. Schlieman
Mr. & Mrs. James Scott
Mr. & Mrs. Sam Shainsky
Mr. & Mrs. Kirk O. Shepard
Dr. & Mrs. J. Nevin Smith
Sonoma Index-Tribune
Jordan Smith
Samuel A. Soter
(Sonoma Office Supply)
Bob Moratto & Henry K. Mayo
(Sonoma Properties)
Mr. & Mrs. Russell Stolfi

Mr. & Mrs. S.A. Sullivan
Swiss Hotel (Mr. & Mrs. T. Dunlap)
Mr. & Mrs. Thomas G. Vella
(Vella Cheese Company)
Mrs. Edgar Waite
Wells-Fargo Bank
(Mr. & Mrs. Robert De Bruycker)
Mr. & Mrs. Regis G. Lobb
Mr. & Mrs. Albert G. Orr
Mr. & Mrs. Napoli Lehnert
(The Cherry Tree)
Dr. & Mrs. Robert Adams
Mr. & Mrs. Raymond M. White
Mr. & Mrs. Harry Bleiweiss
David E. Borum
Dr. & Mrs. Jerome Solomon
Dr. & Mrs. Arthur Labelle
(The Kaboodle)
Dareen A. Danzart
Mrs. V. Laudel Pratt
Mr. & Mrs. Walter Kracke
Dr. & Mrs. Ralph Kelly
Rev. & Mrs. Winthrop Yinger
Mr. & Mrs. James E. McBride
Mrs. Marguerite Hudson
Richard Foorman & Eugene Quint
(Sign of the Bear)
Peter Atkin
Mrs. Marie L. Merlo
(El Dorado Hotel)

The Blessing of the Grapes

The Blessing of the Grapes ceremony is the initial observance in a two-day program of Sonoma Valley's annual Vintage Festival. In keeping with tradition, priests representing the padres who established Mission San Francisco Solano de Sonoma in 1832, conduct the services. It is an expression of thanks for the bounteous harvest of the region.

During the ceremony, produce from the vineyards is used to symbolize the valley's harvest because grapevines have been so important in Sonoma history.

In 1825, the Franciscan padres planted grape vines to obtain wines of sacramental purposes. Part of this vineyard survives today in the Sebastiani properties northeast of the Mission.

In 1835, General Mariano G. Vallejo, commandant of the Alta California northern frontier, planted other varieties of grapes and in addition to his military skills became famous for his unusually delicious table wines.

In 1857, Agoston Haraszthy, a Hungarian nobleman with a

passion for growing things, planted 560 acres at Buena Vista in carefully selected grape cuttings which he brought from Europe. From this beginning, choice vintage California wines became world famous. The original acreage is still producing.

In the 1890s European vineyards were ravaged by a blight called Phylloxera. It was discovered that roots growing in California had become disease-resistant to the blight and thousands and thousands of California grape cuttings were sent back to the places they came from originally to help save European vineyards. The project was successful and the story has become an important part of the history of viticulture.

During 1974 there has been a large increase in the amount of acreage devoted to the growing of vintage grapes. Amid Sonoma Valley's pastoral beauty, citizens feel fortunate for the area's history, its richness and neighborliness.

So each year a Blessing of the Grapes ceremony is conducted to express thanks for the harvest and good fortune the valley enjoys.



Sonoma Landmark Since 1955



SHERMAN'S
FURNITURE • CARPETS • DRAPERIES

Lilyan Carash

Sherman Carash

Wolf Carash

Sherman's of Sonoma, oldest home furnishers and interior designers of Sonoma Valley. Sherman's features carpets, area rugs and Oriental reproductions by Karastan, furniture by Thomasville, Century, Umphred's Upholstery, Hekman, Davis Cabinet, Baker, Kanpp & Rubbs, Brown Jordan and Founders. Lamps & fixtures by Stiffel, Cooper & Georgian. Complete furnishing and interior design service including custom draperies and fine wallpapers. Call SHERMAN'S at 938-5223 for appointment.

--Sept. 1976 photo by John Haskett, Glen Ellen

Valley vintners name their favorite wine of 1977



VINEYARDS ESTABLISHED 1825
1977
Sebastiani



FOUNDED AT THE END OF EL CAMINO REAL
NORTH COAST COUNTIES
**PINOT NOIR
BLANC**

PRODUCED AND BOTTLED BY SEBASTIANI VINEYARDS
SONOMA VALLEY, CALIFORNIA 95476
ALC. 12 1/2% BY VOL. BONDED WINERY 876

SEBASTIANI VINEYARDS
1977 Pinot Noir Blanc

SAYS SAM SEBASTIANI:

"Without a doubt, our Pinot Noir Blanc wine is the standout of the 1977 harvest, of the wines bottled to date.

"It is white wine produced from the Pinot Noir, a red grape. This color was created by quickly separating the juice from the color-laden skins, allowing only the slightest blush of pigmentation to be transmitted to the juice.

"It was vinified as though it were from white grapes, and cold fermented at a controlled 55° F. to dryness. The pale, coppery hue so reminded August Sebastiani of the eyes of the Black Australian Swan in his aviary, he decided to name the wine 'Eye of the Swan'.

"By producing a 'white' wine from a red grape we are able to capture the red grape's full character in the juice without overshadowing it with the heavy tannins normally imparted by the red skins. You will notice this distinction in the unique aroma and full flavor of this wine."



VALLEY OF THE MOON
1976 French Colombard
(Estate Bottled)

Harry Parducci of Valley of the Moon Winery on Madrone road offers his estate bottled French Colombard as his pick this year.

Made from 100 percent French Colombard grapes from his Glen Ellen vineyards, the wine has a light fruity taste. It is low acid with .9 percent sugar. He reports "It's a good light white wine, perfect for all occasions, from picnics to elegant dinners."

Vinters' choice

THE TEN wineries currently operating in Sonoma Valley were asked to name their "favorite wines, bottled and put on the market during the past 12 months."

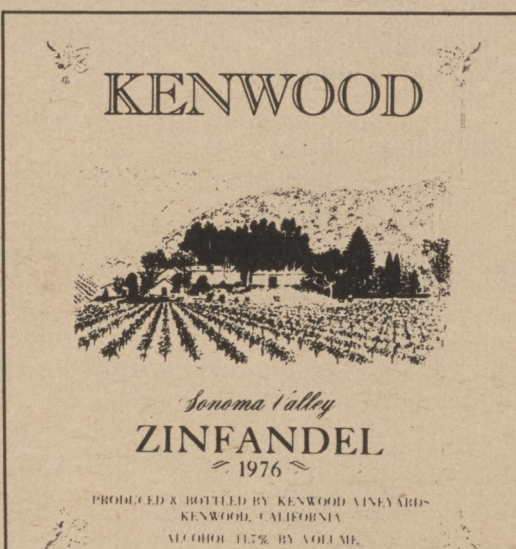
These "Vintner's Choice" wines for 1977-78 are not all necessarily wines of that (1977 or '78) vintage, although some vintners did pick 1977 white wines as their favorites.

(Continued on Page 7)



CHATEAU ST. JEAN
1977 Johannisberg Riesling
(Robert Young selected Late Harvest)

This Johannisberg Riesling is a desert style wine with a 9.7 percent residual sugar. The grapes were heavily infected with the Botrytis Cinerea or "noble rot", making the wine rich and honeyed. A beautiful wine to serve with dessert or in place of it.



KENWOOD VINEYARDS
1976 Zinfandel

"It's our best Zinfandel to date," says Kenwood's John Sheela. "It's a big Zinfandel, but well-balanced. It contains 14.7 percent alcohol and has good fruit to balance the alcohol, giving it a rich flavor that is sometimes lacking in a high-alcohol wine."

HARASZTHY CELLARS



PRODUCED AND BOTTLED BY
BUENA VISTA WINERY, SONOMA, CALIFORNIA
ALCOHOL 12 1/2% BY VOLUME

BUENA VISTA
1977 Gewurztraminer Cabinet

"At Buena Vista we are particularly proud of our 1977 Gewurztraminer Cabinet*, a wine of fruitiness and elegance," says winemaker Rene Lacasia.

"Our version of this unique Alsatian classic has the authentic spiciness and the flowery quality characteristic of a fine Gewurztraminer. (The very word "Gewurz" means spicy in German).

"It is delicately sweet, with 2.6 percent residual sugar. Its clean freshness and emphatic varietal character were preserved by a month-long cold fermentation period. This was followed by a brief stay in oak, for added depth.

"Our Gewurztraminers have been consistent award winners and we feel that our 1977 vintage is of the same tradition."

*Cabinet is our designation for special bottlings of our white wines.



GUNDLACH-BUNDSCHU
1977 Gewurztraminer

We at Gundlach-Bundschu Winery feel that one of the finest varietals produced in Sonoma Valley is Gewurztraminer. We are especially pleased with our 1977 Gewurztraminer, a Gold Medal Winner at the Los Angeles County Fair.

The grapes were harvested September 2, crused with 21.5 percent sugar and .8 total acid. The juice was slowly fermented at 50° in stainless steel tanks until December 27. Bottling of the wine was completed in April.

Our 1977 Gewurztraminer was bottled "off dry" with .8 percent residual sugar. It is light and fruity enough to enjoy on a warm afternoon, but has an elegant spicy character that makes it suitable to accompany a spicy flavorful dinner.

Valley vintners name their favorite wine of 1977

Hacienda Wine Cellars



1975
Sonoma Valley

Cabernet Sauvignon

Estate Grown, Produced, and Bottled by
Hacienda Wine Cellars, Sonoma, California
Alcohol 12.8% by Volume

HACIENDA WINERY

1975 Cabernet Sauvignon

Winemaker Steve MacRostie selects his Cabernet Sauvignon, as his favorite for this year. The wine was produced from grapes grown exclusively at its Buena Vista vineyards. It is slightly "oakie and minty" in flavor, medium bodies with full dark color. This 1975 vintage placed second in a Cabernet taste-off at the Vintner's Club in San Francisco, competing against more than 70 Cabernets from wineries throughout the state.

Grand Cru Vineyards Brand



GARDEN CREEK RANCH

Alexander Valley

Gewürztraminer

"SLIGHTLY SWEET"

1977

PRODUCED & BOTTLED BY GRAND CRU VINEYARDS, INC.
GLEN ELLEN, CALIFORNIA, USA
ALCOHOL 12.3% BY VOLUME

GRAND CRU VINEYARDS

1977 Gewurztraminer (Alexander Valley)

"It's a classic wine," says Grand Cru winemaker Bob Magnani. "It's one of the best made in California and has done well in numerous fairs and competitions in the state (Gold medals in Sonoma County and Lake County). A lush a rich tasting wine and very aromatic, made in the true German style."



1977

SONOMA

CHARDONNAY

100% Chardonnay grapes
from La Casa Zepponi Vineyards
in Sonoma

Produced and Bottled by

La Casa Zepponi *Norman C. deLeuze*

SONOMA, CALIFORNIA

ALCOHOL 12% BY VOLUME

ZD WINES

1977 Santa Barbara Chardonnay

Norman C. deLeuze of ZD reports that the grapes for this wine were picked very late (November 7 and 9 of 1977) to allow the acidity to drop. The grapes were harvested at a sugar level of 25.5 Brix and an acidity of .91 gm/100ml. This resulted in a huge wine, with an intense buttery character, yet a fine balance on the palate. It was aged primarily in new 50 gallon oak barrels, giving it additional complexity. It is high in acid, tannin, alcohol and intensity of character and should open up nicely with some bottle aging, although it can certainly be enjoyed now.



Grown and Bottled at the Winery by
HANZELL VINEYARDS, SONOMA, CALIFORNIA
BONDED WINERY #4370 - 1/2 QUART - ALCOHOL 13.9% BY VOLUME

HANZELL VINEYARDS

1974 Pinot Noir

"Our 1974 Pinot Noir is very rich, complex, and full-bodied, dominated by the strong blending of the grape character itself and the vanillic tones of French white oak from Burgundy," reports Bob Sessions. "The grapes were very ripe at harvest and there was a high ratio of skins to juice in the crushed must, resulting in deep color and high tannin."

"Since its founding in 1957 by Ambassador J.D. Zellerbach, the vineyards of Hanzell have traditionally given very few grapes per acre. For us, 1974 was a bountiful year, with the Pinot Noir bearing nearly 13 1/2 tons per acre (almost a Hanzell record for that grape). We are especially pleased, then, to highlight this wine from this year's release."

Preceding that first sip of wine - - a TOAST, of course!

When the mood is right, and the wine is a bottle of Sonoma Valley's finest, one is sometimes given to speech-making.

No matter if one tends to wine-inflicted sentimentality, garrulity or sarcasm, an appropriate toast is available to one and all.

In an effort to localize that time-honored tradition of wine toasting, the Sonoma Index-Tribune asked each of the valley's ten wineries to contribute a toast of its choice.

The reader may find some verses familiar, but some are original, and all are perfect for various wine-laden occasions.

A spokesman for Chateau St. Jean offers this toast which is particularly appealing to wine growers and imbibers:

Here's to a vintage to remember--
May the sun smile upon this valley.
And may Mother Nature save her tears of joy for November.

Kenwood Vineyards' cellar worker MARK STUPICH cited a traditional Irish toast for the occasion; especially apt since Ken-

wood's owners are of Irish descent:

"May you be in heaven a half hour before the devil knows you're dead."

RENE LACASIA, Buena Vista Winery's wine master and a native of Chile, suggests a toast often used in his native land:

"Salute: Y prosperidad," which loosely translated means "Best wishes: to your health and prosperity."

SUSAN MERRITT, spokesman for Gundlach-Bundschu, and self-proclaimed drinker of wine and toast specialist, suggests lines from Ben Jonson's "To Celia":

"Drink to me only with thine eyes,
and I will pledge with mine;
Or leave a kiss within the cup
and I'll not ask for wine."

A statement of California's controversial winemaker Martin Ray is the choice of Grand Cru's wine master BOB MAGNANI.

"The challenge of trying to make a truly fine wine lights a fire in the soul that time won't put out. Time merely fans the flame, intensifies your determination and humbles so very few chances for real achievement."

JIM BLACK, part-time tasting room worker at Hacienda Winery, likes a quote from Scotsman John (Blackie) Stuart:

"Wine is the drink of gods; milk the drink of babes; tea the drink of women; water the drink of beasts."

SAM SEBASTIANI of Sebastiani Winery offers a toast often used by his grandfather. According to Sebastiani, the toast loses much of its charm when translated into English:

"Quando un bicchiere di vino invita il secondo il vino e buono," which means, "When a glass of wine invites a second, the wine is good."

Hanzell Winery spokesman offered a Latin toast:

"Vinum bonum annum," which means "To a good wine year."

A representative of Valley of the Moon Winery gives the following as the official toast:

"To our fine wine which reflects the colors and charm of this most romantic wine valley, Valley of the Moon."

Z-D Winery spokesman explained to the I-T that they have no representative toast, because each occasion calls for spontaneity.



A CLINK OF GLASSES

Prelude to a toast with Sonoma wine!

THE WINERIES OF SONOMA VALLEY

Here is a list of our Sonoma Valley wineries, their schedules and where they're located:

CHATEAU ST. JEAN -- Located at 8555 Highway 12 in Kenwood. Open daily 10 a.m. to 4:30 p.m. Tours by appointment only. Picnic area provided.

KENWOOD VINEYARDS -- Located at 9592 Highway 12 in Kenwood. Tasting room open daily, 9 a.m. to 5 p.m. No tours.

VALLEY OF THE MOON WINERY -- Located at 777 Madrone road, north of Boyes Hot Springs off of Highway 12. Tasting room open daily 8 a.m. to 5 p.m. Closed Thursdays. No tours. Picnic area provided.

GRAND CRU VINEYARDS -- Located at 1 Vintage Lane in Glen Ellen, set behind Dunbar Elementary School on Dunbar road, off of Highway 12. Open Saturdays and Sundays, 10 a.m. to 5 p.m. Tastings and tours by appointment only. Call 996-8100.

HANZELL VINEYARDS -- Located at the end of Lomita avenue above Boyes Hot Springs. Visitors by appointment only. Call 996-3860 or 996-0431.

SEBASTIANI VINEYARDS -- Located at 388 Fourth street east in Sonoma, east one mile from plaza. Tasting room open daily, 9 a.m. to 5 p.m. Urged that visitors get there early on weekends. Guided tours given.

HACIENDA WINE CELLARS -- Located at 1000 Vineyard Lane in Sonoma. From plaza, go east on Napa street to Seventh street east, turn left to Castle road, continue straight to Vineyard lane. Tasting room open daily, 10 a.m. to 5:30 p.m. Picturesque picnic area.



BUENA VISTA WINERY -- Located at 18000 Old Winery road, Sonoma. Take Napa street east from plaza, turn left on to Old Winery rd. Tasting room open daily from 10 a.m. to 6 p.m. Self-conducted tours. Shady picnic area.

ZD WINERY -- Located off of Burndale road in Vineburg, off of Napa road. Visitors on weekends by appointment only. Call 539-9137.

GUNDLACH-BUNDSCHU WINERY -- Located at 3775 Thornsberry road, Sonoma. Take Napa street, east to Old Winery road, to Lovall Valley rd., proceed to Thornsberry rd. Tasting room open Friday, Saturday and Sunday, 12 noon to 5 p.m. Picnic area provided.



WHERE THE ROYAL VINTAGES SLEEP
Some of the vats at the Sebastiani Winery.



AN ADOBE WITH A HISTORY. El Dorado is among the first adobe buildings erected in Sonoma by Don Salvado Vallejo. He was a brother of General Mariano G. Vallejo, founder of Sonoma in 1835. The adobe building on the west side of the Sonoma Plaza, which includes El Dorado, was a favorite hotel in the 'forties. Pierce and Randolph were the best known proprietors after the Bear Flag raising and American occupancy. The Salvador Vallejo adobe was also an early school, and theatrical performances were held upstairs with an entrance on Spain Street.

OPEN FROM 8:30

- Breakfast
- Fizz Brunch Till 2 PM
- Luncheons Till 3 PM Daily
- Dinners Continuously Till 10 PM

Champagne Breakfast Saturdays, Sundays & Holidays From 8:30 AM

El Dorado

Closed Wednesdays & Thursdays Except Major Holidays And For Parties Of 50 Or More

RESERVATIONS ACCEPTED

Cocktails and Fine Sonoma Valley Wines

996-3030

Our Garden Court Is Open — Weather Permitting

NORTHWEST CORNER OF SONOMA PLAZA

General Mariano Guadalupe Vallejo, the founder of Sonoma

By JERRY PARKER

In April 1846, General Mariano Guadalupe Vallejo, the founder of Sonoma, urged his countrymen to greet the Americans infiltrating California as friends.

Vallejo exhorted the members of the Mexican Assembly at Monterey: "Look not, therefore, with jealousy upon the hardy pioneers who scale our mountains and cultivate our unoccupied plains, but rather welcome them as brothers, who come here to share with us a common destiny . . ."

Two months later he was in a jail in Sacramento, where he was taken by American settlers after the Bear Flag Revolt of June 1846 in Sonoma.

During the two months he languished there, Vallejo may well have pondered how a man from an aristocratic Spanish family, a man of culture and good will, could have gotten into such a plight.

Vallejo's grandparents emigrated from Spain to Mexico early in the 18th century. His father was born in Guadalajara. Vallejo himself was born in Monterey, July 7, 1808.

AFTER graduating at 17 from the college at Monterey, Vallejo entered the military service and became secretary to Governor

Arguello. In 1829 he was made lieutenant-commander of the Northern Department, which included everything above Santa Cruz.

He was stationed at the Presidio in San Francisco.

In the next few years, he apparently exercised much ingenuity and diplomacy in surviving changes of government, for revolutions were staged by the Mexicans with enthusiastic regularity.

Thus Vallejo passed through the administrations of Governors Arguello, Echandia, Victoria and Chico.

Destiny and the man met in the 1830s, when Governor Micheltorena sent Vallejo to Sonoma as Military Commander of the north. Apparently there was nothing in his orders as to how he was to deal with the hot-headed Americans who were trespassing in California.

Instead he was told he had to counter the influence of Czarist Russia at Fort Ross, subdue any hostile Indians, supervise the dissolution of the Sonoma Mission -- founded in 1823 -- and establish a settlement.

THE MEXICAN government had ordered the abolition of the mission system in 1834. The lands and assets of the missions were to

be divided among the Indians. Instead they were acquired by Mexicans and, later, the Americans.

In 1840, Vallejo was made a Brigadier General. The Russians never bothered him and withdrew from California that same year. The Indians, evicted from the Mission, slouched back to their rancherias or went to work on Vallejo's ranches. Many were employed at his Petaluma Adobe.

Vallejo was able to pour all his energies into building the town of Sonoma.

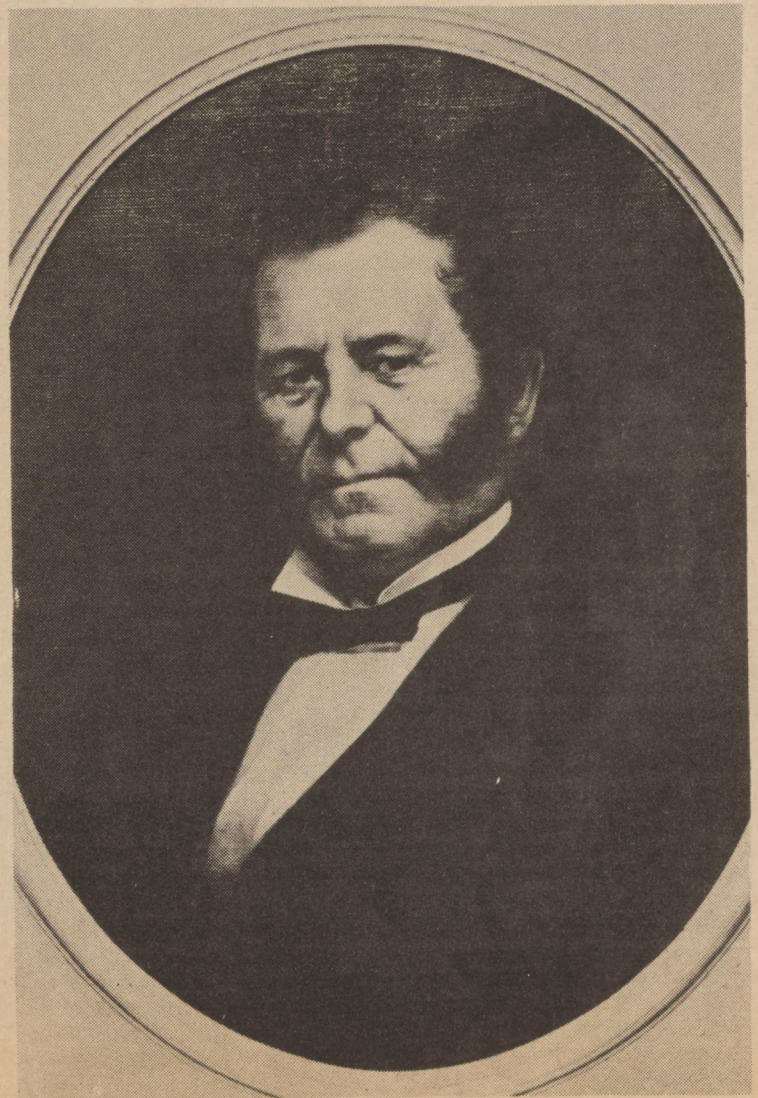
He laid out the eight-acre Plaza in the heart of town as a parade ground. Today it is a beautiful park, Sonoma's greatest asset. Without it the town would dry up and blow away.

He and his brother, Salvador, built many sturdy and picturesque adobes around the Plaza. Most are still there -- the Barracks, Swiss Hotel, the El Dorado and one next to the cheese factory. Several are state landmarks.

Vallejo also laid out Broadway, the wide and handsome boulevard that enters the city from the south, and other streets, using, it is said, his trusty pocket compass.

Seldom has a city been better designed.

Please turn to Page 10



SONOMA'S FOUNDER
General Mariano Guadalupe Vallejo

David's

VINTAGE FESTIVAL GREETINGS
From **David's** in Fiesta Center
Men's, Women's and Children's Apparel & Shoes
OPEN SUNDAYS 11 TO 4

General Mariano Guadalupe Vallejo, the founder of Sonoma

Continued from Page 9

AND DURING these years and those that followed, Vallejo and his wife, the former Francisca Benicia Carrillo, had children. Seventeen in all, 10 of whom survived the General.

When Governor Micheltorena was ousted in 1844-45 in the last Mexican revolution prior to American rule, Vallejo was confirmed in his belief that his beloved California should become a part of the United States.

He unsuccessfully urged California's cession to the U.S. in conventions at Monterey and Santa Barbara in 1846. Another Mexican resolution was brewing when the Americans "captured" Sonoma and declared California a republic. The American flag was raised here a few weeks later by a U.S. Navy contingent.

This was the curtain-raiser to the war between Mexico and the U.S. The U.S. not only gained California but also a vast territory that eventually became the states of Nevada and Utah and parts of Colorado, Wyoming and New Mexico.

The Bear Flag Revolt in Sonoma was a bloodless coup. Vallejo's few sleepy soldiers, with their rusty muskets and unloaded cannon, were quickly overpowered and the Bear Flaggers rushed on to the General's home at the Casa Grande on the

north side of the Plaza.

This burned in 1867.

THE REBELS, a rather scruffy lot, had the decency to send in a deputation whom the General greeted cordially. He served wine and brandy and in the mellow interval that followed the Americans, charmed by the Don and his wife, almost forgot what they had come for.

Their comrades outside sent someone to remind them.

Perhaps just to show there were no hard feelings, the Americans elected Vallejo a state senator in 1850.

In this decade he built Lachryma Montis, the Victorian home at the north end of Third St. west which today is a state landmark.

Lachryma Montis means "Tear of the Mountain" and the spring which inspired the name is still there, trickling into a reservoir.

Vallejo didn't stay in politics and because he came out on the short end of some tricky land deals with the crafty Yankees, according to one historian he "cooled in his admiration for the U.S. government."

Once his lands stretched for leagues in all directions but now he was confined to Lachryma Montis and a few other holdings in Sonoma. He had even swapped land for music lessons for his children.

HE BECAME a winemaker and vied with Count Agoston Haraszthy, who with imported varietals was creating the foundation for the infant California wine industry. Together they produced vintages that were the ancestors of today's royal blends.

Despite his reduced circumstances, Vallejo never stinted on his legendary hospitality. Visitors came away with a lasting impression of the distinguished-looking, courtly Don who was so cultivated and courteous.

What good fortune it was that Sonoma was established by this benevolent visionary. He was a soldier who preferred to make peace among peoples.

He was an amateur planner who laid out guidelines for the total environment. Romantic and generous, he was yet able to match his ideals with deeds.

It was at Lachryma Montis Vallejo died, January 18, 1890, at the age of 81. His grieving family and friends were at his bedside.

At the Sonoma mortuary which handled the funeral, he was listed, by his own wish, as "Retired gentleman." He was buried in Mountain Cemetery.

Vallejo loved Monterey, where he was born and Sonoma Valley where he lived for so long.

A poem he wrote about Monterey ends in lines applicable to both areas.

"Climb the heights; drink in
this beauty
Fashioned by the Master Hand.

Then in admiration whisper --
'We salute thee, Beauteous
Land!'



'LACHRYMA MONTIS', VALLEJO'S SONOMA HOME



AU RELAIS Restaurant

Excellent
French
Cuisine

RESTAURANT & BAR OPEN ALL DAY 11 AM TO 10 PM

691 Broadway, Sonoma

For Reservations Telephone 996-1031

• Fully Air Conditioned

• Open 7 Days A Week



BRIDGE TENDER LOUIS SEMINO
He worked at Wingo crossing from 1902-1935

**Bridge tender at Wingo
when Sonoma Creek
was a navigable stream**

TO OUR SUBSCRIBERS

Insert the second section
(from Pages 11 through 52)
to follow Page 10
in the front section of this
special supplement.

By IRENE KOSTER
Sonoma League for
Historic Preservation

Louis Semino played a role in the early days of transportation along with Sonoma Creek. He was the bridge tender at Wingo from 1902 - 1935.

In 1849 Sonoma Creek was declared a navigable stream and in those days it was the main transportation point for small sailing ships and stern wheelers carrying freight and passengers to and from San Francisco.

Carriages came down Broadway to meet the ships at the Embarcadero and on through the Huichica Grant to Norfolk.

Norfolk was located three-and-a-half miles south of the Embarcadero on the deep water of the Sonoma Creek. It was renamed Wingo when the creek was bridged by a wooden swing bridge and became the terminal

for the prismoidal railway, a monorail, in 1876.

It was replaced by a steel bascule bridge in March of 1921 to carry the newer, heavier trains.

It was there that Louis Semino was on duty twenty-four hours, night and day, opening and closing the swinging span for the many cargo ships going to and from the Embarcadero.

He also tended the wooden swing bridge, (in the background of the picture) that was on the Southern Pacific Railway route from Ramal to Wingo.

To maintain their franchise they made one trip a week from Ramal and registered the trip in the box at the station.

SEMINO'S SON, Ernie Semino, was born at Wingo in 1907 and lived there until he was 16. He recalls the early active days at the station and the

Please turn to Page 13

Best Wishes For a Successful 32nd Annual Vintage Festival

From all of us at...



FIESTA

MARKET

Right on Highway 12, BOYES HOT SPRINGS

AND

FIESTA

MEATS

At The Entrance To Sonoma Valley



**Farm Fresh Eggs
Home-Made Pasta
Imported Olives
Dried Fruits
Honey
Beans And Rice**



FRUIT BASKET



**Fresh
Fruit
Vegetables
Nuts
Grains**



**The Finest
Sonoma, Napa
And
California
Wines**

**THE FRUIT BASKET
Arnold Drive Opposite Schellville Airport
938-4332**

Bridge tender at Wingo when Sonoma Creek was navigable

Continued from Page 11

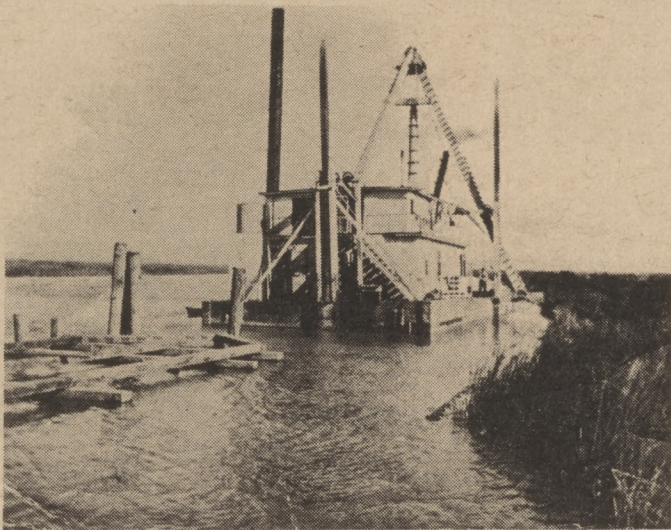
many sportmen who sailed to the area to hunt and fish at the old Sonoma Rod and Gun club.

Among the participants was Jack London who came up the stream in his yawl the "Roamer."

Often during heavy rains and high tides the area became flooded. Ernie remembers as a child feeling the floor when he woke up in the morning to see if it were wet. If so, it meant he wouldn't have to go to school. One Thanksgiving his mother had to wear wading boots while cooking the turkey.

The levees were built and maintained by the dredge "Nevada" as part of the land reclamation program in the marshes of Wingo.

The Pacific Reclamation Company was formed in the 1880's by John P. Jones, grandfather of Gregory Jones. He was the United States senator from Nevada in 1873.



THE DREDGE 'NEVADA'
It was used to build levees here.

DREDGING BECAME more of a problem as silt filled the sloughs. The earlier vessels were replaced by the flat bottomed scows and then by sail and power schooners.

The creek was raised by six-foot nine-inch maximum tides

from the bay and there was always the necessity of waiting for the right tide to avoid an unscheduled overnight stop on a sand bar.

There is little left to see of the once busy ports along the stream. The channel, said to

have been 45 feet deep in some areas, has now filled and narrowed. The banks are heavy with growth.

The long trains still roll over the bascule bridge and nearby stands the "quaint" old Wingo

Station on the bank of the Sonoma Creek.

The era of ferries and passenger trains became memories with the completion of the magnificent Golden Gate Bridge in 1937.

Festival Greetings!
from
Gino Gitti
Gitti's Texaco
594 Broadway
996-9852

Wanted:

Old home movies of Sonoma and vicinity for history project resulting in film to be used by Mr. Parmelee to raise funds for the Community Center, Historical Society, Chamber of Commerce, etc. Films can be returned. Please help Robert Parmelee, P.O. Box G, Sonoma, Calif. 996-2131.

Santa Rosa editor's impressions of Sonoma in 1885

One day in October, 1885, just 93 years ago, the editor of the Santa Rosa "Democrat," R. A. Thompson, visited Sonoma. His impressions appeared in the neighboring journal and were reprinted as following in the Oct. 24, 1885 edition of the Sonoma Index-Tribune:

"Sonoma certainly presents an improved appearance. It has a progressive Board of Trustees, of which Mr. Attila Haraszthy is president; Messrs. H. Weyl, E.

Wegner, J. Cornelius and Charles McHarvey are the other members.

"LAST YEAR the city tax was 40 cents on the \$100, and most of the money was spent in grading and graveling the streets around the Plaza, which has been much improved. About \$1600 was spent on the streets south and east of the Plaza, and as much more will be expended the coming year on the north and west sides. The city tax this year is 35 cents on the

\$100.

"Mr. H. Raschen, proprietor of the Union Hotel, has completed a very neat public hall adjoining the Union Hotel. It is a very pretty size, is equipped with a stage and some scenery, and is altogether as neat a place for a party or public entertainment as could be desired."

"The Index-Tribune is a good local paper, and is appreciated by the people and well deserves the support it receives."

If your dream is a home
in Sonoma Valley see

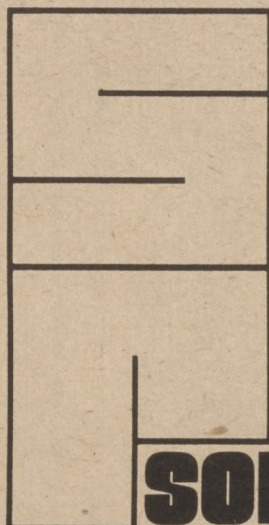


Diamond A
ranch estates

Lots from \$30,000
Homes from \$129,950

Creekside Village

Beautiful Garden Homes
2 and 3 bedrooms



SONOMA
PROPERTIES

Lachryma Montis

New family homes
3 bedroom 2 bath and
4 bedroom 2 bath

Foothill Estates

3 and 4 bedroom homes

Emparan Meadows

Now under construction
homes

591 Broadway,
Sonoma
938-1500

18340 Sonoma Hwy.,
Boyes Hot Springs
938-1224

800 Mendocino Ave.,
Santa Rosa
527-5211

How Santa Rosa "stole" the county seat from Sonoma in 1854

By JUDY BRENINGER

Record-stealing, bribery and threats of violence. These unsavory activities were all part of the events that led to the end of the Sonoma Pueblo's brief reign as the center of government in Sonoma county.

Colorful descriptions of the circumstances leading to the demise

of Sonoma as the focal point of county political activity are found in H. Lightfoot's "Story of Sonoma County Courthouses" (Sonoma County Historical Society Journal, 1967), the 1877 "Historical and Descriptive Sketch of Sonoma County, California", by Robert A. Thompson, editor of "The Sonoma Democrat", and the 1937

"History of Sonoma County", Golden Gate Bridge Edition", edited by Ernest Latimer Finley.

The original county government was housed in several Sonoma buildings. Lightfoot notes "At first the county officials used Judge Green's home in Sonoma as headquarters and paid rent for the privilege.

"Later they voted to purchase



Sonoma's adobe jail in 1854

the judge's home 'Casa de Adobe' as the county's first courthouse."

that "from that time until the election, the people of Santa Rosa were not idle.

IT WAS JUST a few years after the 1850 birth of Sonoma county government that the Sonoma pueblo faced trouble from the north.

"In 1853 to the west of the city of Sonoma, the city of Santa Rosa was founded", writes Lightfoot. The author notes that "Soon after the city was laid out, its promoters asked the state legislature to make it the county seat."

In the winter of 1853, according to Thompson, a new legislator named Bennett introduced a bill to vote on the question of removal of the county seat from Sonoma.

The Bennett bill required a vote of the people on the question in September of that same year.

Thompson notes that "The question was not agitated publicly -- the Sonoma Valley people were afraid to raise the issue, and the Santa Rosa people kept their counsel to themselves."

However, Thompson also notes that "Barney Hoen, in a canvass of the county, promised that he and a few others would donate lots and build a courthouse if the people would vote for a change."

The bill was made law in March of 1854. Thompson notes

"SOON AFTER the passage of the bill authorizing a vote on the question of removing the county seat, the people of Santa Rosa Valley commenced a good-natured siege to secure a majority vote for the change.

"As the summer advanced, the contest waxed warmer; the Santa Rosans projected a grand barbecue at the proposed county seat on the Fourth of July.

"It was a masterstroke of policy. The people came and saw, and were conquered by the beauty of the place and the hospitality of the people, who on that occasion, killed the fatted calf, and invited to the feast the rich and poor, the lame, the halt and the blind, -- in fact everybody who had, or who could influence or control, a vote."

The strategy must have worked because on September 6, 1854, Santa Rosa became the county seat by a vote of 716 to 653.

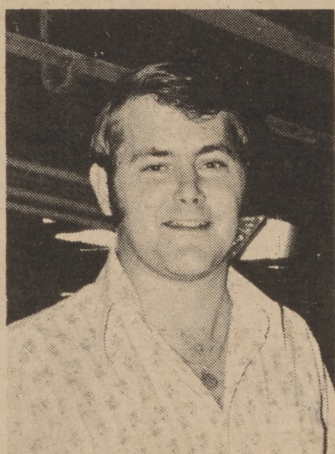
On September 18, the board of supervisors met in Sonoma, canvassed the returns, and passed an order declaring that Santa Rosa was the county seat.

However, the people of the

Please turn to Page 15

WE take pride in serving satisfied Sonoma Valley residents since 1957.

Exclusive cleaners for the Vintage Festival costumes.

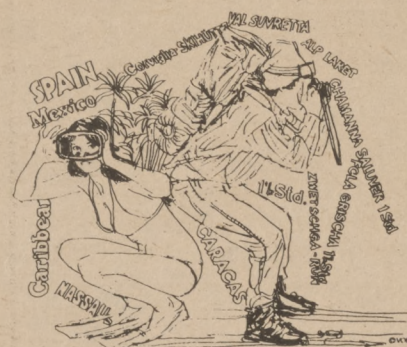


Broadway Cleaners

568 Broadway 996-3424 Sonoma



AIR - SEA - RAIL
We can handle all your travel needs.



Tomasini Travel

"We're the ones who care"

Valley Mart Shopping Center

996-6787

Serving Sonoma Valley Since 1964

VINTAGE FESTIVAL GREETINGS!



Photo Supplies & Accessories

Fragrances and Cosmetics

Hallmark Thoughtfulness Shop

Gifts For All Occasions

Quality Prescription Service

Featuring Russell Stover Candies

ADOBE

303 W. Napa St. Sonoma

PHOTO & COSMETICS: 938-1147

DRUG DEPT.: 938-1144

BANK AMERICARD • MASTER CHARGE

Drug

How Santa Rosa 'stole' county seat from Sonoma

Continued from Page 14

Sonoma pueblo weren't about to surrender gracefully. Finley includes an account by Tome Gregory of the events following the vote in his historical volume.

Gregory's account is based on a description of a newspaperman who witnessed the event:

"BY A VOTE of 716 to 563 the 'court house' left Sonoma . . . on Jim Williamson's two-mule wagon. . . . Menefee was the county clerk, having only one leg, but he could get around rapidly.

"'Jim' and 'Liza' were the team, but unlike the general run of miles, could, and would -- and did -- move with speed."

By arrangement with the supervisors, Williamson camped near Sonoma the night before the day of the removal, and next morning having received a quiet notification that the board had officially adopted the 'move' resolution, he was at the door of the building.

"William Boggs and several other persons anticipating the move were trying to get out an injunction, even rushing the courier off to Napa for that purpose -- but before the citizens in the vicinity were fully alive to the job, the county records, including the dusty old documents of the alcaldes, had been 'rushed' aboard the wagon, and Jim and Liza were treading the 'high places' for Santa Rosa."

Thompson's version of the lively escape differs slightly from Gregory's:

"Supervisor S. Fowler moved that the archives be removed to the new county seat on Friday, September 22, 1854, which passed unanimously. On the day appointed, Jim Williamson, with a four-horse team and wagon, accompanied by Horace Martin and some others, went down to Sonoma, captured and brought up the archives, amid dire threats of injunction and violence from the Sonoma people, who saw, with no little chagrin, the county seat slip through their fingers. . . ."

FINLEY NOTES that "On reaching Santa Rosa, the county records were deposited in a room in the house owned by Julio

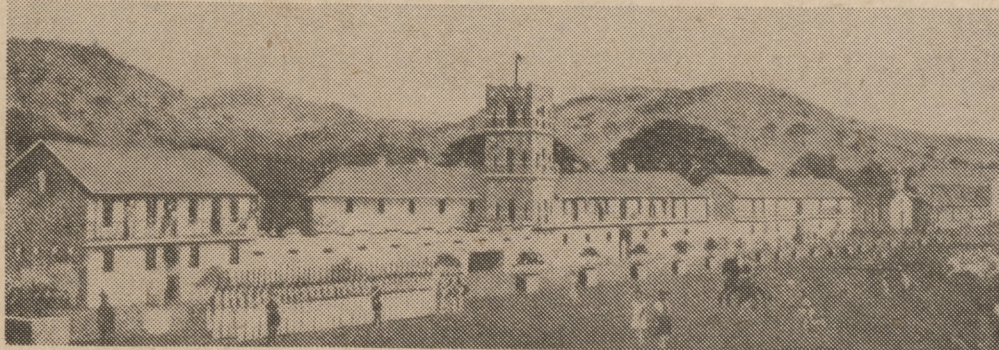
Carillo in Second Street, which was provided rent-free for that purpose until a courthouse could be built."

He adds that "The first courthouse in the county, a remnant of Sonoma's romantic past, still stands on the north side of the plaza at Sonoma, in a fair state of preservation."

On September 20, 1854, at 5 p.m., according to Thompson, the board convened in Carillo's house.

"At the next meeting of the board", says Lightfoot, "District Attorney McNair put in a bill for \$250 for helping the supervisors get legally out of Sonoma. He was only allowed \$100.

Jim Williamson modestly put in a bill for \$16 for getting away with the records and hauling them to Santa Rosa. This they paid gladly."



An early-day artist depicted Gen. Vallejo reviewing troops in Plaza



East Napa St., Sonoma, looking east--about 70 years ago

Established 1857



Buena Vista Winery

HARASZTHY CELLARS



Count Agoston Haraszthy founded Buena Vista Winery in 1857, and from these vineyards and two stone wineries were produced the first of California's premium wines.

Today, this historic winery continues to press the great grape varieties which have made it famous, and to age its wines in fine oak casks - in the same fine tradition.

State Historic
Landmark
No. 392

Old Winery Road, Sonoma



CHILDREN'S
PORTRAITS

by

LINDA

(707) 996-2731

Says an old Sonoma boy: 'Sonoma has become a helluva place . . . the charm is all gone'

By JERRY PARKER

"Your paper bores me. It's too damn big."

It was Jerome Jansen speaking. He is an old Sonoma boy, born here Aug. 4, 1894.

"But I'm only four years old," he chuckles. "I'm in my second childhood."

Jansen is a delight to talk to. He is forthright, garrulous, gregarious, skeptical, sarcastic, witty, honest and

Please turn to Page 17

Old Sonoma Creamery



Delicatessen

Meats, Cheeses, Imported and Domestic Beers, Wines
Sandwiches, Salads, Gourmet Specialties

VISIT OUR COOL ICE CREAM PARLOR

Ice Cream Cones, Splits, Sodas, Sundaes, Candy

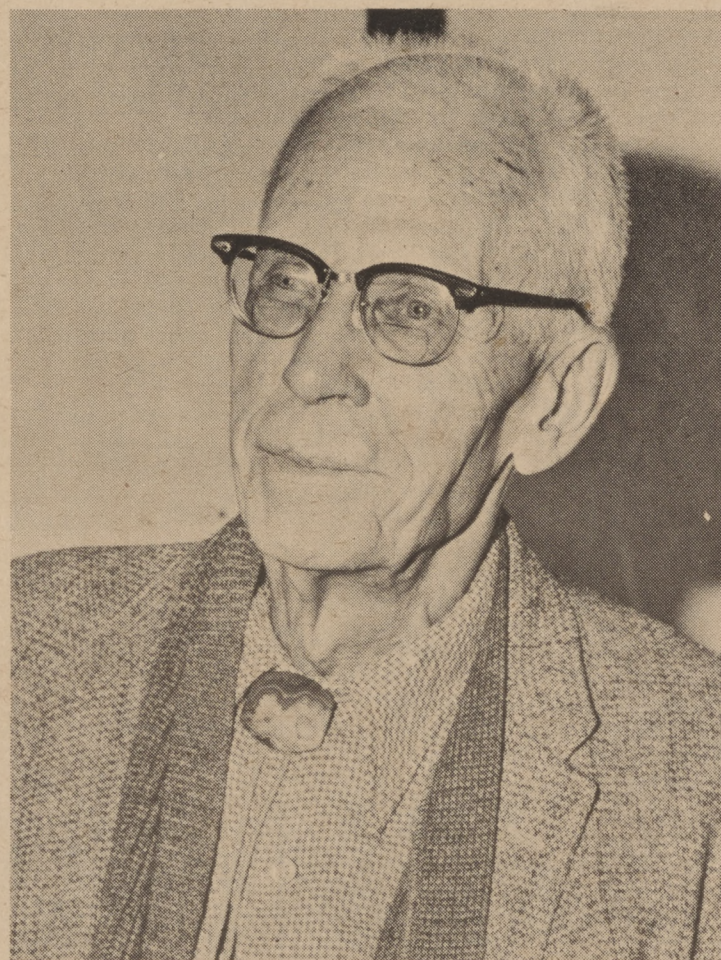
SEE OUR UNDERGROUND SPRING FOUNTAIN

Across From Sonoma Mission

400 First St. East

Ice Cream Parlor

938-2938



JEROME JANSEN

Born here August 4, 1894

Sonoman's grandfather who fought in Mexican War discharged here in 1850

This is Jeremiah O. Corey, 1814-1896, grandfather of Paul Corey, of Sonoma. He fought in the Mexican War, 1846-48.

he had served at the Battle of Buena Vista -- one of the pivotal battles in the Mexican War -- as an orderly for General John E. Wood.

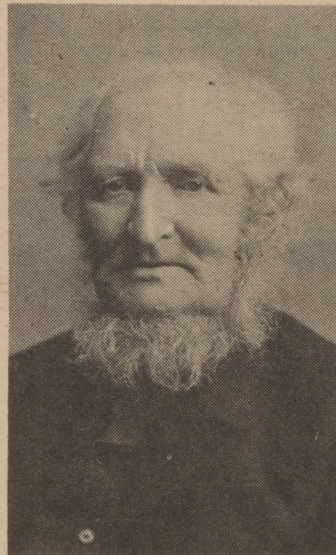
He was discharged in Sonoma in 1850, lingered in this area for two years and then went back to the Midwest, settling in Iowa.

The soldier was a Corporal in the company commanded by Captain A. J. Smith in a regiment of U.S. Dragoons commanded by Colonel Richard B. Mason.

He enlisted at St. Louis, Mo.

Born in Iowa in 1903, Paul Corey lived in New York State for 20 years before coming to Sonoma in 1947. He has lived on Cavedale rd. since he came here. He is a free lance writer.

When he learned about his grandfather having been here so long ago, Paul Corey said, "It all adds up to a full circle sort of thing."



JEREMIAH COREY

In an affidavit filed in 1887 for getting a Mexican War pension, Jeremiah Corey said



RUGGLES MUSIC & ART

- Musical Instruments • Music—All Kinds
- Art Supplies • Framing & Supplies

WE invite your interest in the "Music Department" of the Sonoma Community Center, 276 East Napa Street, 938-4626 or 996-2590.

437 First Street West

996-2590

Sonoma

★ PSYCHIC ★ PALM CARD READER

• PAST • PRESENT • FUTURE
HELPS IN ALL MATTERS

SE HABLA ESPANOL

ALL READINGS PRIVATE & CONFIDENTIAL
MOTHER DORA

MUST CALL FOR APPOINTMENT
4784 SONOMA HWY., SANTA ROSA
RINCON VALLEY

539-9002 or 545-7397

'Sonoma has become a helluva place... the charm is all gone'

Continued from Page 16

warm.

He remembers things with uncanny precision. Sometimes he bends his head over the table as he talks to you, to make sure his recollections are correct.

He is over six feet, skinny, and spry as all get out. Smiles chase each other constantly across his rather stern visage.

Sometimes you have to look -- and think -- twice to make sure he isn't pulling your leg or if you have heard right.

Jansen was here on a visit from his home in Glide, Oregon. He was here to see old friends and generally shake up this old burg.

JANSEN DIDN'T like what he saw on this trip.

"Sonoma has become a helluva place," he said. "The charm is all gone. I can remember how we always kept our doors unlocked, even when we went away for days."

"We walked more," he went on, "things were slower. Everybody was friendly and you knew everybody."

Jansen was born on the 20-acre family homestead on Third st. west, south of Napa st. His father, Victor Jansen, a Swedish-Finnish farmer, kept this place like a park through sheer hard work. He had grapes, apples, pears and prunes. He plowed with big horse named Queen.

But this didn't keep Victor Jansen from aiding his neighbors, another tradition more common in the old days. When Otto Olson was down with tuberculosis, Victor Jansen plowed his friend's acres for him.

"That's the kind of friendship we had then," said Jansen. "Now it's everybody for himself."

As he grew up Jansen always held down a job -- sometimes two or three -- while attending school.

WHILE HE was in the eighth grade he was night operator for the California Telephone and Light Co., the pioneer utility here.

He worked from 9 p.m. to 7 a.m., seven days a week, for \$15 a month. But there were fringe benefits. "We knew everything," he grinned.

In those days you had to check to see if there was anybody on the phone before you could put a call through.

One of the early operators was Elmira Hansen Leveroni, widow of the rancher Victor Leveroni and another was Arvila Rockhold, who still lives in her house on W. Napa st.

Jansen also worked for Dr. Eastland, who had a drugstore here long ago. The doctor performed minor surgery at the store occasionally.

Jansen held the basin one time while Eastland nipped the tonsils of a local hotel clerk.

Jansen also had a lot of work to do at home and he practiced the piano an hour a day.

HE LOVED HIS mother and father. Hard work took them early, his father at 59, his mother at 57.

His mother was also Scandinavian, and had the given name of Ragnafeld, which as Jansen pronounces it sounds beautiful.

Jansen has a haunting memory of his mother in 1901, pregnant at the time and eating some rolled oats, standing by a honeysuckle bower at the family home and composing a poem about that bower.

She sent some of her poems to Ella Wheeler Wilcox, a well-known 19th century poet, who had them published. Mrs. Jansen was a "Free Thought Advocate," said her son, which indicates she had an independent spirit.

It could be that those rolled oats she

munched from time to time contributed to the weight, 12 pounds, of the girl she eventually bore after writing about the bower.

The Jansens lost three children in a diphtheria epidemic in the 1890s, leaving Jansen and a brother and sister. Only Jansen survives.

ALTHOUGH he didn't finish high school, Jansen kept taking courses in various subjects and continued his rise in the utility business.

He eventually became manager of California Telephone and Light. In 1917 he left to go to work for California Telephone in Santa Rosa. He later worked for Northern California Power

Please turn to Page 18

Serving you in Sonoma for 55 years



475 First St. West 996-2013

Our compliments and congratulations to all of you who made another Vintage Festival possible!



We're Celebrating Our **52nd** Year!

•Formerly Duhning's
General Merchandise
Founded 1850

Mission Hardware

498 First St. East

996-2211

Sonoma

HAPPY &
HEALTHY
VINTAGE FESTIVAL
FROM
VALLEY
HEALTH FOODS

Henry & Rose Sharp
serving Sonoma Valley
since 1961 996-3303

Valley Mart Shopping
Center
Sonoma

Old Sonoma boy Jerome Jansen reflects on past

Continued from Page 17

then got a lifetime job with PG&E.

He eventually became a member of the general controller's staff. He retired in 1959 and moved to Oregon in 1960.

During his years in San Francisco, he retained property here and continued to make frequent visits to his hometown.

Jansen has a great reunion with his friends -- members of the dwindling band of oldtimers -- whenever he comes here. These include Reuben and Alice Woodworth, Florence Rubke McInerney, Martha Thomas Helberg, Elmira Leveroni, Arvila Rockhold, Gladys Simmons Dodge, James Kearny, Cy

Palmer, George Angove and Harry and Dorothy Coops.

Jansen takes his friendships seriously. Some years ago, when pioneer druggist L. S. Simmons became ill and was dying, Jansen may have been the last to see him.

"SIMMONS DIED in my arms," said Jansen who had gone to the hospital to see his old friend despite an admonition from the family to keep away.

Simmons told Jansen: "This is it, boy. Brush up the house."

Jansen took a turn through Mountain Cemetery while he was here. "My stone is already in place," he revealed.

Vandals have knocked over some of the old headstones, he reported.

He also said he visited the grave of an old friend, Frank Thompson and talked to him.

Jansen lives in a comfortable home on the North Umpqua River with an old friend named Jack Nicholas.

"I hate all women lovingly and he loves 'em and leaves 'em," declared Jansen.

He added, "I had too much sense to get married." Nevertheless he raised five boys, orphans who needed homes and a sister and her daughter.

The irrepressible Jansen said he has reached his present age in such good condition because "I never drank or smoked, worked like hell and never played around."

HIS ZEST FOR life, however, must have had something to do with it.

Jansen and a brother were sleeping in the same bed when the earthquake of April 18, 1906 struck Sonoma. They heard their mother cry "Oh, mercy!"

His brother tried to dive out of bed, said Jansen, but struck his chin on the footboard. Somehow the two boys managed the 12 steps to the ground, followed by the other members of their family.

"The earthquake shook all the leaves off the trees," related Jansen, "and made a terrible noise -- you can't imagine. Chimneys and windmills were falling everywhere.

The quake was followed by a "sickening quietness", the oldtimer declared.

B Barclay's of Sonoma

Outlander Ltd.

DIVISION OF LESLIE FAY

This group \$40 - \$51

The Quality Speaks For Itself



in the Victorian Court

139 East Napa St.

996-3909

Sonoma Valley Travel

Invites You To Join In The Festivity

651 Broadway

Sonoma, Ca.

938-3844

Chinese labored in vineyards

Chinese laborers once pruned and picked most of the grapes in California and made most of the wine.

This all changed dramatically about 1890 with a change in the pruning height of vines.

In early California, vines were pruned low to the ground, the canes (branches) spreading out on the soil.

Most Caucasian workers refused to do the painful work associated with the vineyard

because it necessitated so much bending.

Experienced grape growers eventually discovered the vine could be protected better against frost or afternoon heat, if the canes were up off the ground and the breeze free to circulate.

The concept was quickly adopted, paving the way as well, for other workers to join the Chinese in the field or winery.



VINTAGE FESTIVAL GREETINGS

FROM ALL OF US AT

PLAZA LIQUORS

We Have A Fine Selection
Of

SONOMA VALLEY WINES

PLAZA LIQUORS

19 West Napa Street

996-2828

OPEN 9 AM TO 11 PM WEEKENDS — 9 AM TO 10 PM WEEKDAYS



Crawford Cooley with Frank Bartholomew

Hacienda Wine Cellars' Crawford Cooley

By JOHN LYNCH

For the past 20 years A. Crawford Cooley has been a businessman. A serious businessman.

And that's why when he took over the majority ownership of Hacienda Wine Cellars from founder Frank H. Bartholomew last year, he wasn't about to pass off his new venture as a mere play thing.

"It's a business that has always appealed to me," commented the Marin County resident, who just turned 52 last month, and as he pointed out, is now the same age as the two-story, brick winery which he owns and operates on the east side of Sonoma Valley. "Plus, I've known about the business all my life."

COOLEY was raised on a ranch in Cloverdale where his family continues to grow some 70 acres of grapes. His great-grandfather settled there in the 1850s and proceeded to open up a small co-op winery, which lasted up until the

arrival of Prohibition. Today, some of those grapes grown on the Cooley Ranch are used in making Hacienda wines. So, the wine industry is in his blood. And he likes it.

"The wine business is an interesting combination of agriculture and producing a product for consumption... an interesting product," he continued, "and one with a significant amount of change, positive change." Cooley added, "Wines today are certainly greater than they used to be."

Being involved primarily with high technology-based companies during his 20-year stint in the venture capital business, Cooley understands the changes that have evolved in the wine industry. "I've seen a rather substantial technological change in an old business, namely the wine business," he stated.

"Hacienda is in a growing situation, also a very profitable one," he acknowledged. Hacienda

Please turn to Page 20

Best wishes for a successful Vintage Festival



Carolyn Rear, Secretary, Roland L. Thibault, Manager

Serving the Valley since 1961

NORTHWESTERN TITLE CO.

11 W. Napa St.

Sonoma

938-8447

HACIENDA Wine Cellars



HACIENDA © '76

QUIET BEAUTY AND SUPERB WINES

*Have a Vintage Festival
outing in our Wine Garden*

1000 Vineyard Lane

938-3220

Vintage Festival Greetings!



Ferrando's PLUMBING & HEATING
18495 HIGHWAY 12 BOYES HOT SPRINGS
License No. 253044

New Construction ★ Remodeling ★ Free Estimates
Residential ★ ★ Commercial ★ ★ Mobile Homes
Electric Rooter ★ ★ Sewer Service
Sales ★ ★ ★ Installation ★ ★ ★ Repairs
Water Heaters - Disposals - Heaters - Faucets

VISA

Discounts to Senior Citizens
TELEPHONE: 996-8311

Master Charge

Hacienda's Crawford Cooley

Continued from Page 19

da Wine Cellars has tripled its production of wines over the past two years. Close to 8,000 cases will be turned out this year.

But as every vintner is aware, growth can oftentimes jeopardize a winery's control of quality products. That will not be the case with Hacienda, Cooley feels. "The mood of small wineries," he said, "is good control over each wine they bottle. We're determined not to let anything happen to that. We'll continue to move along as long as quality is maintained." He'd like to see Hacienda reach the 20,000 case mark some day.

Another responsibility small wineries should maintain, he mentioned, is the free flow of information to the consumer as to how wines are made. "We don't try to be secretive," he said.

CAREFUL to have the availability of Hacienda wines keep pace with the demand, the winery has sold virtually all of its products in California. "We've had no trouble selling our products," Cooley assured, adding that Hacienda is just now beginning to sell wines out of state.

Small wineries like to keep purchasing their grapes within their immediate region or county, since, Cooley pointed out, "it helps with the appellation of origin." Hacienda tries to stay within Sonoma County when buying its varietals.

Growers, likewise, in many areas are equally as concerned over where their grapes wind up. Cooley explained, "Growers like to see their grapes go into a definable product. They like to be able to say 'these were my grapes'."

Describing the history of grape production in California as "nothing but a roller coaster," Cooley believes that the current situation is pretty well matched and balanced and that it should remain that way for the rest of the decade.

But with the ever increasing consumption of wine in the country, the possibility looms of an undersupply of grapes come the mid-1980s. That is, according to Cooley, if the price of varietals isn't high enough to encourage growers to plant. The result, of course, could be a further increase in cost to the consumer. Could a \$10 bottle of wine be a



HACIENDA WINE CELLARS

Just a mile and a half northeast of Sonoma Plaza

commonplace average in the near future?

"I HOPE not," said Cooley. There's a small percentage of people that will buy anything. But for the middle masses . . . well,

\$10 is something to take a big gulp over."

He felt that growers are aware that there is an "upper limit." Always the businessman, Cooley concluded, "The solution, of course, is to balance the supply with the demand."

The tall, tanned Cooley lives on a ranch near Novato where he lives with his wife, Jess. The Cooleys have four children -- Janet, 28; Michael, 26; Nancy, 23; and Robert, 21 -- plus one grandchild.

A 1948 graduate of Stanford University where he earned a degree in economics, he was an alumni elected trustee from 1972-76. He also served as president of the Stanford Alumni Association from 1967-1968.

Cooley knew Bartholomew, founder of Hacienda Wine Cellars in 1973, for several years prior to taking over majority ownership in 1977. Cooley's father was Bar-

tholomew's attorney for a number of years.

THE BUILDING, which was built by the State of California in 1926 and used initially as an infirmary for delinquent girls, later became the Sonoma Valley District Hospital and after that, a convalescent hospital. Bartholomew, a former correspondent, president and chairman of the board of UPI (United Press International), had purchased the property in 1940 shortly before resurrecting the old Haraszthy Cellars next door at Buena Vista Winery in 1942.

He operated those historic cellars at Buena Vista until 1958 when he sold the winery to the Young's Market Company of Los Angeles. Hacienda Wine Cellars is located at 1000 Vineyard Lane, a private road extension of Castle road, 1 1/2 miles northeast of the Sonoma Plaza.

Welcome To The Vintage Festival

HISTORICAL
LANDMARK
No. 496



BUILT IN
1836
BY CAPT.
SALVADOR
VALLEJO

THE SWISS HOTEL

SUPERB DINING

Delicious food prepared in the old world style by our chef for 41 years, Fred Wing

COCKTAILS

in the famous Grey Fox Saloon. The finest rare California wines, personally selected by owner Ted Dunlap.

Some of our wines available nowhere else in California

A museum in its own right, The Swiss Hotel displays an endless array of antiquity and a century's worth of memorabilia.

Outdoor dining is offered in the summer in our grape arbor covered patio.

YOUR HOSTS: TED & HELEN DUNLAP

OPEN FOR DINNER

WEDNESDAY THRU SATURDAY AT 5 PM

NOON ON SUNDAYS RESERVATIONS: 938-9822

- THE ONLY SALOON IN THE WORLD WITH A GENERAL'S 5 STARS
— GIVEN TO US BY GENERAL HENRY "HAP" ARNOLD
- THE ONLY SALOON THAT HAS FOR YOUR VIEWING
A GOOD REDEEMABLE (3.00) THREE DOLLAR BILL

"Pardner, we're in the WESTERN business"

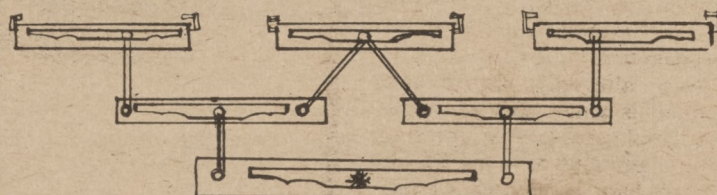
•Shirts •Pants •Boots •Jackets •Belts •And More



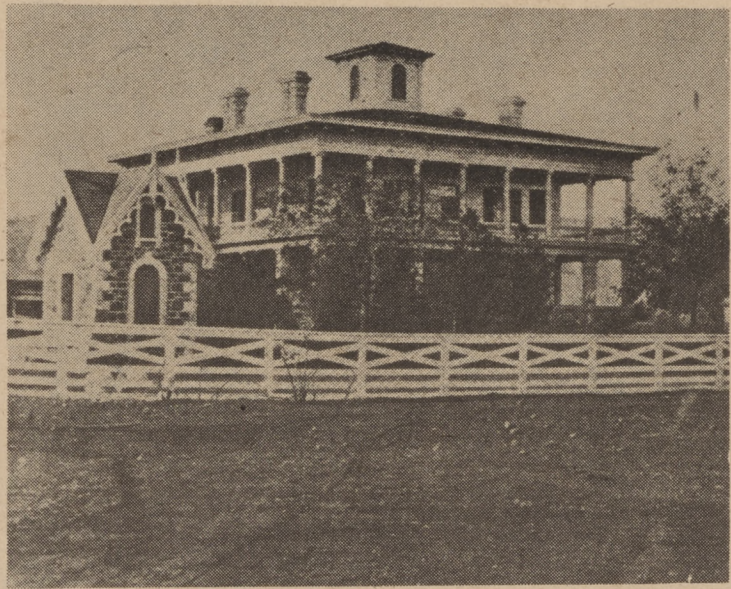
Owners Bev and Jim McCombs and son Aaron

•Saddles and Tack
(Western and English)

THE TRIPLE TREE



817 W. Napa Street Sonoma 996-4166



TEMELEC HALL, built in 1858

Four historic old valley estates

By
DONALD NELSON EDWARDS
(Mr. Nelson, a local history buff and writer, is a past contributor to the Index-Tribune's Vintage Festival issue.)

Ghosts, voodoo rituals, murders, buried gold, fortunes won and lost link four historic Sonoma Valley residences. Today, these distinguished old homes -- Temelec, Beltane, the Hood mansion and Glen Oaks ranch -- retain their dignity in relative obscurity.

TEMELEC, once the scene of elegant parties, formerly so deserted, forlorn, that it was reputedly haunted, today is the private clubhouse of a retirement residential community of the same name.

Located four miles southeast of Sonoma, Temelec Hall arose in 1858 as one of California's most elaborate homes, built by Captain Granville P. Swift for his new bride, Jane Tate.

Swift, a grand-nephew of Daniel Boone, left his Kentucky home at age 20 to trap in California. A member of the Bear Flag party, captain under John C. Fremont, successful gold miner and cattle rancher, this burly pioneer created Temelec as a monument to his new riches.

Indian laborers quarried sandstone and basalt from hills west of Swift's property to construct the three-story Temelec Hall, named for an Indian village.

Whether the house cost \$140,000 or \$250,000 to erect, sources vary; the columned home was the envy of Sonomans. A two-story balcony encompasses the home on three sides, with stone Doric columns on the lower floor and wooden Ionic columns upstairs. A stone placed directly over the main entrance states simply "G. P. Swift 1858."

Two stone gazebos, a large stone pool capable of holding 480,000 gallons of water, and an adjacent stone barn (capped by a cupola matching the home's cupola), still stand today amid ancient cypresses, pines, crepe myrtle and a single giant avocado tree.

Swift allegedly buried gold around his home, and once two of his employees were arrested after digging up a strongbox the captain had secreted on his property. In 1875 Swift died when thrown over a steep embankment

by his mule while inspecting his mines.

Temelec became a social center, feteing 50 guests at a single meal in the long dining room, when owned by Col. William K. Rogers and wife. Rogers, a vintner, converted the stone barn into a winery, donated part of his property for a school and served on Sonoma County's Board of Supervisors.

Col. Rogers, a fugitive from justice, lived under an assumed name in California until 1890 when indicted by Federal authorities. Although eventually acquitted, Rogers lost Temelec.

The 1906 earthquake damaged the mansion, and neglect followed. In 1915, Mrs. Lolita Schweitzer Coblentz saved Temelec, and with her husband, Hearst executive Edmond D. Coblentz, did a marvelous refurbishing job. Mr. and Mrs. Coblentz were great hosts and until his death in the mid 1960's, Temelec Hall was the scene of delightful social gatherings with high-ranking dignitaries often

Please turn to Page 22



Gordon Perry, Walter Madeiros, George Sutter
Don Shelton, Service Mgr., Lynn Leary, Parts Mgr.
and Ed Stancil

*As Sonoma grows, we grow too
--bigger and better with your patronage.
Thank you, Sonoma!*

SONOMA MOTORS
19270 Sonoma Highway 996-2186

We're festive during the festival



Have a
great time
and stop in
to see us.

On the Plaza
25 E. Napa St. Sonoma 996-2426

Four historic old valley estates

Continued from Page 21

guests, along with local residents.

Mrs. Coblenz sold the entire estate to a property development group following her husband's death and moved into Sonoma where she lived until her death about 10 years ago.

BELTANE

BELTANE, a southern style two-story ranch house with wide encircling verandas stands on a quiet oak-covered knoll near Highway 12 at Dunbar rd. This rustic setting belies the violent past of Beltane's owners, wealthy

San Francisco banker Thomas Bell and his mulatto housekeeper, Mary Ellen "Mammy" Pleasant.

The reasons Scottish-born Thomas Bell fled England are known even today only to Scotland Yard. His spiraling



BELTANE, Where Mammy Pleasant lived



OLD CITY POTTERY

Richard L. Roth

Quality Hand-Made
Stone Ware
for
Everyday Use
Orders & Speciality
Items

El Paseo Courtyard
414 1st Street East
Sonoma Ca.
95476
996-9693

CORNERSTONE

CHRISTINE FORD JOHN HERBST

15% OFF

WITH THIS AD

**Custom
Jewelry**

414 FIRST STREET EAST
996-66-33 SONOMA CA 95476
CUSTOM JEWELRY LEATHER GOODS

Leather Goods

Body and Soul

fine body
care products

large selection
of bulk herbs
and spices.

414-1ST STREET EAST
996-6567
CLOSED MONDAY

ENTRANCE ON 1st STREET AND ACROSS FROM THE MISSION



MEMBER FDIC

Sierra

NATIONAL BANK

**WE'RE THE ONLY INDEPENDENT BANK
IN THE VALLEY SERVING YOUR
BANKING NEEDS.**

Howard Momsen, Manager
18294 Sonoma Hwy. **Boyes Hot Springs**
(707) 996-6721

climb to wealth began with buried treasure he and business partners uncovered on Cocos Island, part of the famed "Loot of Lima" which wealthy Spanish families hid on the lonely Pacific Isle while Peru grappled with revolutions.

Bell, as a business agent for the Rothschild family, soon acquired Mammy Pleasant as his San Francisco housekeeper, mistress and business partner. The exotic Mammy, a plantation-born creole, arrived in Gold Rush San Francisco to find that her reputation as cook, voodoo queen, madam and abolitionist had preceded her. Voodoo rites, blackmail, charm, even violence became Mammy's tools for holding power over many of the City's most powerful men, including Thomas Bell.

The Beltane ranch house, built in 1892, is all that's left of the summer retreat Bell, his wife and Mammy created. They frequented Beltane in the summer months until Bell mysteriously fell to his death one foggy night in his San Francisco home. Mammy, although apparently implicated in Bell's demise, never went to trial and retired to Beltane, dying penniless in 1904.

THE HOOD MANSION

BENEATH THE stony heights of Hood Mountain rules the Hood mansion, now located among the county facilities at Los Guilicos on Highway 12. The Los Guilicos rancho, an 18,833-acre grant, was once the property of William Hood, a Scottish shipwright and South American miner who built the Hood mansion in 1857 and left his name to the mountain behind the brick home.

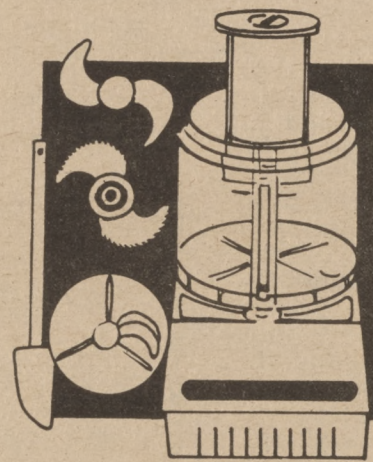
The 20-room structure, made from bricks fired at the rancho by Indian laborers, was built for Hood's intended bride, Eliza Shaw, then age 14.

Eliza married Hood after finishing school in Europe and moved into the Virginia Piedmont style home to entertain in grand style. Hood trimmed his horse saddle and harness with silver from his South American mines, and the couple took frequent trips to Europe.

William Hood's fortune changed when killing frosts and bad management destroyed his vineyards. Eliza took over the vineyards herself and by 1888 had the family winery producing 140,000 gallons a year, the most wine of any single grower in California.

Even Eliza's firm hand could

Please turn to Page 23



Your headquarters for

food processor
Cuisinart

SIGN OF THE BEAR

the great idea place
for equipping your kitchen

439 First St. West
SONOMA 996-3722
Open 7 days for browsing and shopping
"On Sonoma's Historic Plaza"



THE HOOD MANSION



GLEN OAKS

Historic old valley estates

Continued from Page 22

not save Hood mansion from foreclosure however. She was permitted to live in the home until 1905, when Utah mining millionaire Thomas Kearns bought the mansion and 1800 acres around it. Kearns, a U.S. senator, later sold the home and eventually Sonoma County acquired the property, part of which today is used as a juvenile detention hall and as a school for police training by Santa Rosa Junior College.

GLEN OAKS

THE LAST HOME, Glen Oaks, lies in view of Highway 12 seven miles north of Sonoma. This stone house, with four chimneys, was built in 1860 by Col. Charles V. Stuart, a Pennsylvanian. The colonel bought the property in 1859 and also erected spacious wine cellars for his infant vineyards.

Glen Oaks, originally called Glen Ellen Vineyards after Stuart's wife Ellen, obtained its present name to avoid confusion with the town of Glen Ellen.

It was purchased in the 1950s by Mr. and Mrs. Ruswell Cochran and remains the residence of the Cochran family today.

'WINE COUNTRY'

(Editor's Note: The author of this poem has lived in Sonoma Valley for 31 years. She has written four volumes of poetry and a fifth is due to be published soon. Her poems have also appeared in many leading magazines.)

By Ruth Lechlitner Corey

Here in our sundeck,
long-tongued afternoon light
tastes with us a Valley sauterne.
October's patina, a grape-blue haze,
covers claret-colored vineyards.
There the last pickers, like gray migrant birds,
perch among the staked rows.
Freed now of their fruit,
the vines upturn thick leaves,
The topmost bleeding scarlet
over burgundy shadows.

Abruptly the sun drops behind
Sonoma Mountain -- a vertical backdrop curtain,
painted at random
with seagreen pasture shards
and darker barnacled ridges: liveoak,
deciduous white oak, pine
and a dense rectangle of
those tall plumed eucalyptus
Jack London once planted: a living
memorial fronting the unroofed
bouldered ruins of Wolf House.

Looking down over the vineyards' deep
reds and mellow ambers, I think back
to the hard years spanning two decades
you and I knew. I think now of our children
-- and theirs! -- who face perhaps
far greater threats to a future.

And I think of those dark
stone caves at Buena Vista
housing huge year-numbered casks.
At a seasonless degree --
an approximate 52 -- the untempered new
wine rawly breathes
in the shadows of these ancient
limestone walls.

Some vintners predict that this
will be a year of fine vintage.
But so much depends on
the soil's chemistry, the proper balance
of given rain and sunlight,
on chance, on change . . .

In these deep caves, the great
vats wait.

from "A Changing Season"
a book of poems published by
the Branden Press, Boston, 1973

The general laid out the town in 1835

In 1835 General Vallejo, under orders from the Mexican government, laid out the town of Sonoma, following similar architectural planning formats used in building cities in New Spain.

The plan consisted of a large

square or plaza, set apart with houses around it facing inward, with streets on each side and extending out from the corners.

It was the first city planned and completed north of San Francisco.

APRIL, 1885 (From The Sonoma Index-Tribune) -- A practical test is being made of Dr. Bauer's mercurial remedy for phylloxera in Sonoma Valley. It is being made under the supervision of the Vinticultural Commission, and will take a year or two, at the least, for successful demonstration.

HAVE A WONDERFUL, SAFE VINTAGE FESTIVAL



Les -- Larry -- Kirk -- Brad -- Kitty
AND FOR ALL YOUR CAR NEEDS,
COME TO
LES' AUTO PARTS, INC.
677 FIRST STREET WEST
SONOMA
996-8438

PETE'S ELECTRIC



Lawrence (Pete) Peterson

License No. 255762

FOR QUALITY ELECTRIC
WIRING
& LIGHTING FIXTURES

103 East Napa Street

996-3717

Sonoma

You can't enjoy the wine without a corkscrew

By RICHARD PAUL HINKLE

We writers of wine fill reams of paper with incisive insights and noble musings as to the fluid contents of countless bottles.

Yet we often ignore the seemingly basic necessity of getting into those bottles with some sense of style, nay flair, without leaving all or part of the cork inside.

Herein, then, are some thoughts -- incisive and otherwise -- on the mechanics of gaining entrance to the halls of liquid Elysium.

Though we think of "corkscrew" as a fairly generic term, there is such a variety of "cork pullers" available today that the former term is just that -- former.

Gas and air injector models, for example, promise a painless, effortless means of removing a cork.

BUT BEWARE the dangers offered by a particularly stubborn cork; the glass may holler "Uncle!" before the cork does. The results can be downright messy.

The double pronged "Ah-So" is a popular new offering that gives no hint of its cork extracting ability by looks alone. But it is the perfect instrument where a cork is securely embedded (and perhaps held even tighter by the partial vacuum of bottling).

When the prongs are inserted in a seesaw motion, suction is broken and the cork's grip on the neck of the bottle relaxed. A rotating motion then draws the cork easily from the bottle.

One benefit of the Ah-So is that the cork can be securely replaced as easily as it was drawn. Simply rotate the cork back into the bottle's neck, then

use the seesaw motion to remove the Ah-So, leaving the cork in its original place.

The only disadvantage with the Ah-So appears when the cork is old or soft; the Ah-So too often will push the cork into the bottle.

Old or soft corks absolutely require a worm. Worm corkscrews are not all alike. One must distinguish between hollow core worms and solid core (auger-like) worms.

The former is entirely preferable in that it allows more of the worm's surface to grip the cork.

A solid core worm can easily rip right out of a cork when drawn, leaving the cork embedded in the bottle.

CORKSCREWS were originally of a "T" construction. Regardless of the worm employed (Maxram has a sharp double helix worm), one still must use brute force to remove the cork.

The technique usually involves holding the bottle securely -- if that's possible -- between one's legs, then pulling mightily upward. We've all wrestled with a bottle in that fashion, and lost a lot of good wine in the process.

Eventually the mechanics of the lever came to be used to reduce the amount of strength needed to remove a cork.

For a long time the waiter's single lever corkscrew (hollow worm) was the most widely used cork puller in the world. Some strength was required, and it was sometimes a bit rough on the fingers, but the single lever worked well.

When the waiter's double lever corkscrew was introduced it looked like the ideal puller. The double lever and gears

lessened the strength needed to pull the cork greatly. The only flaw? A solid core worm.

One corkscrew has been widely touted as "The Perfect Corkscrew." A wooden model, it has a spiral gear and a hollow core worm.

The wooden gearing is not the smoothest in the world and turning it does require some hand strength, but overall it's a fine cork puller.

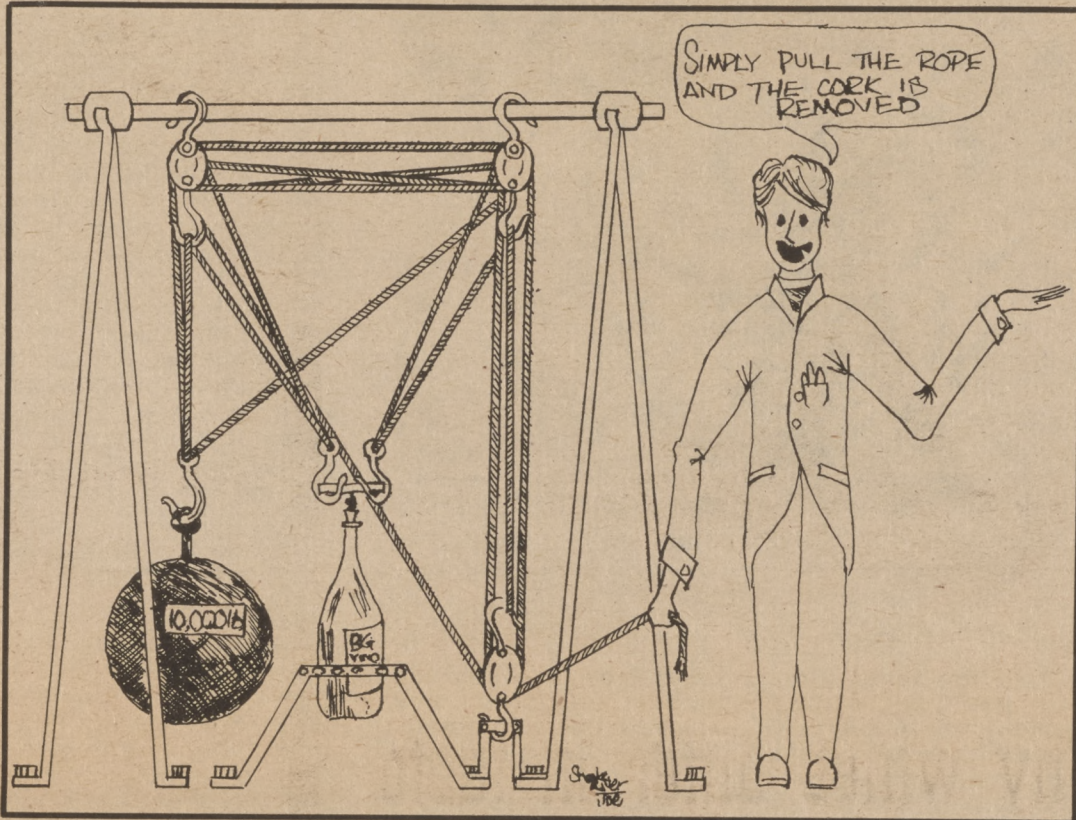
THERE IS ONE that may be better. Made in France, it's called the "Zig-Zag." The name refers to the lattice-like gear reduction system that demands less hand and arm strength than is required to pull open a pop-top aluminum beer can.

The worm is a long, hollow center helix of the finest design. Even the most stubborn corks can be removed without even the thought of breaking a sweat.

I suspect it is true that cork is neither the most practical nor the most inexpensive closure for wine bottles. Yet there is a certain romance that is inexorably linked to the deft drawing of a sound cork, capped by the lingering echo of that satisfying "pop."

With a carefully selected cork puller, the drawing of the cork can be executed with grace, style, and ease.

--Courtesy The Wine Spectator



UNCORKING A BOTTLE
Rich Hinkle demonstrates.

Best Wishes For A Successful Vintage Festival!

Adele Deutschen

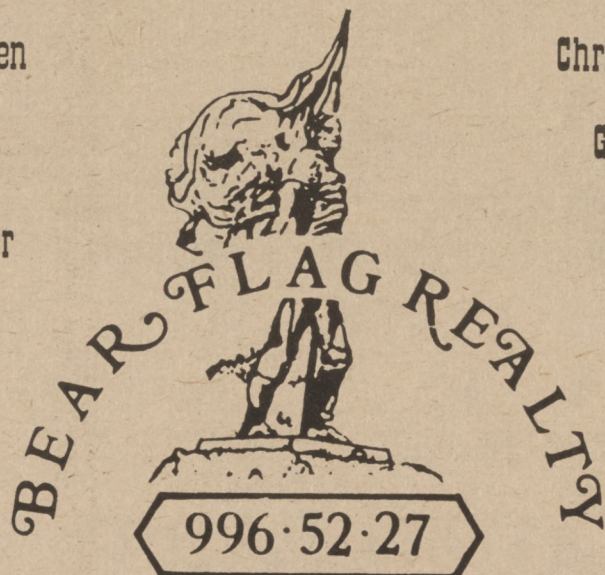
Dan Boyle

Donna Hoover

Christine Salisbury

Gene Redemer

Renee Gester



on the Plaza

483 FIRST STREET WEST, SONOMA

The Sonoma Index-Tribune 100 years old in 1979

By ROBERT M. LYNCH
Editor and Publisher
The Sonoma Index-Tribune

The Sonoma Index-Tribune celebrates its 100th anniversary next year, 1979.

For almost 95 of those 100 years The Index-Tribune has been in our family.

My grandfather, Harry C. Granice, bought the paper in 1884. A few months after his death in 1915, the Index-Tribune was purchased by his daughter and her husband, Celeste and Walter Murphy. The Murphys retired in 1949, selling the paper to me, their nephew who had

become associated with the Index-Tribune in 1946 after completing naval service during World War II.

The third generation publisher is understandably proud to note that the fourth generation is also very much a part of the Index-

Tribune today -- son Bill, 36, is the assistant publisher; son Jim, 30, the business manager and son, John, 25, sports editor.

They are part and parcel of a talented and dedicated staff which has earned state and national awards for the soon-to-be

100-years-old family-owned newspaper.

A story on Sonoma's first newspaper, the "Sonoma Bulletin" and its colorful publisher Alexander J. Cox, appears elsewhere in this special Vintage Festival supplement.



TASTING A VINTAGE
A private wine adventure.

Why wines differ in taste

(EDITOR'S NOTE: Irving H. Marcus is the author of a book titled "How to Test and Improve Your Wine Judging Ability". Published by Wine Publications, 96 Parnassus road, Berkeley, it is available in most book stores. It tells, better than anything else we have read, how to really evaluate wine. Below we are pleased to reprint the first chapter from his book headed "Why Wines Differ in Taste." It should wet your thirst to seek out the book that every wine buff should have.)

WINES DIFFER in taste for a number of reasons. The most obvious is the fact that wines are produced from a wide range of grape varieties, with each variety contributing something of its own to the taste of the beverage.

Even when a number of wines are made from the same grape variety, however, differences in taste can occur. There are a number of causes. The first is that the soil in which a specific grape grows in one area almost certainly differs in composition from the soil of a different area where the same grape is planted. This difference is transmitted to the grape and through the grape to the wine.

Another possible cause of taste variation is climate. Assuming the same grape and very similar soil conditions, climatic differences can bring about better quality grapes for a particular season in one spot than in another -- and can reverse the situation the following season.

This is still not the end. Granting the same grape variety, pretty much the same

soil conditions, along with quite similar climate during the growing season, cultural practices in the vineyard (pruning, cultivating, thinning, harvesting, etc.) can vary from grower to grower and this can make measurable differences in the produced wines.

SO HERE WE have by geometric progression, innumerable possibilities of ultimate variations in a single wine type -- and this before the grape gets to the winery.

Within the winery itself, the fermentation procedures, the storage practices, the aging patterns in both cask and bottle, the timing and the method of filling normally vary in some degree from one winery to another and, not unexpectedly, these variances are reflected in the wines produced by different vintners in the same area from the same grape variety.

Later, when the wine leaves the cellar of its birth to go into trade channels, there are innumerable possibilities of variation in the care and handling of this sensitive beverage before it gets into the hands of its ultimate consumer. This can on occasion result in a situation in which bottles filled from the same cask at the same time end up with such differences that even a capable judge may find it difficult to recognize them as being the same wine.

Taking the above into account, it is no wonder that wines differ in taste. However, I don't necessarily consider this a handicap since I feel that it is the infinite variety one can find in wine that gives it much of its appeal.

SONOMA CHEESE FACTORY



Deli and Factory

On the Plaza



Home of

SONOMA JACK

Open Daily 9:00-6:00

Phone 996-2300

2 SPAIN STREET, SONOMA, CA. 95476

Alphonse Sondag--painter of Sonoma scenes



OLD MISSION AND E. SPAIN ST.



CHAUVET WINERY, GLEN ELLEN

The paintings made by the late artist Alphonse Sondag of scenes in Sonoma Valley evoke a special nostalgia. Although the scenes are familiar -- the Vallejo home, the Chauvet winery and others similar -- the artist shows them as they were many long years ago.

With our eyes we enter each scene and quit the 20th century. And then we pass on with regret thinking, "Oh, to have lived then!"

Al Sondag, as he preferred to be called, was born in Paris, France, in 1873. His family brought him to California when he was a child -- they lived in the Bay Area -- and he became a naturalized citizen.

After serving in the Merchant Marine he was married in San Francisco in 1898. He and his wife then moved to Hawaii. The 1906 San Francisco earthquake occurred while they were still in Hawaii.

Returning to California, the growing family lived in Fruitvale in the East Bay. In World War I, Sondag served with both the French Army and American Expeditionary Force.

SONDAG LATER became a staff artist for the National Parks Service. He helped to restore many of the valuable old paintings and wall decorations at the missions.

According to Sondag's son, Robert, the painter was often

referred to as the California Mission Painter. Sondag traveled throughout the state painting all the missions and many other historical sites and houses.

He and his wife moved to Kenwood in the early 1940s. He spent the rest of his life there and in Santa Rosa, still painting, sculpting and lecturing.

He died in Santa Rosa in 1971 at the age of 98.

Many of Sondag's paintings are of scenes in Sonoma Valley. He called Sonoma the "cradle of California" and loved its many historical landmarks.

He greatly admired General Mariano G. Vallejo, the founder of Sonoma.

SANTA ROSA Junior College had a special exhibit of Sondag's paintings in January, 1976, to mark the Bicentennial. The exhibit was in the Forum Room of the Santa Rosa Library.

Maurice Lapp, chairman of the Art Department at SRJC, wrote an introduction for a little book of Sondag's paintings published by SRJC as one of a series for the Bicentennial.

In this he described Sondag as a "painter of quality".

He went on: "It is reassuring to know that there was a serious painter working in our area, recording its face in an earlier time, a painter who reminds us that this area which we see

Please turn to Page 27

Vintage Festival

Greetings!



Your Master Nurseryman

Bancroft's Flowers

And Nursery

FLOWERS FOR ALL OCCASIONS

Broadway & Chase

P.O. BOX 386

SONOMA, CA. 95476

996-2902

The best chefs
cook with gas.

Warm Morning
broilmaster
gas grills



- Clean
- Safe
- No charcoal lighter taste
- Easy to use



OF SONOMA, INC.

248 W. Napa St.

Phone 996-2788

Artist Alphonse Sondag

Continued from Page 27

rapidly losing its identity had a distinctive look that is still present on back roads and little-traveled paths.

"Perhaps this exhibit will stiffen the resolve of our

community to protect what remains of our uniqueness, so that we will know where we came from and will retain a sense of continuity with that earlier time."

--Jerry Parker



VALLEJO'S LACHRYMA MONTIS
His homestead is state landmark.



SALVADOR VALLEJO ADOBE

THE HONEY TREE

HEALTH FOODS

HOURS:
Mon.-Fri. 9:30-7:00
Sat. 9:30-6
Closed Sunday
and
JUICE BAR Hwy. 12 &
Garnet & Suzy Hyde Verano
Proprietors
996-9898
In the Vine-Yard Shopping Center

First printing

The first printing done in Sonoma was done for General Mariano G. Vallejo and was a medical pamphlet in the Spanish language executed by a printer who came from Mexico City and set up his shop and little hand press on Spain st. east of First st.

His name was La Rosa.

The Sonoma Valley Historical Society

The Sonoma Valley Historical Society, which will soon be proudly opening its new "old" Depot Museum to the public, was established in January, 1937.

There were 14 charter members, with J. P. Serres and first president who served for

many years.

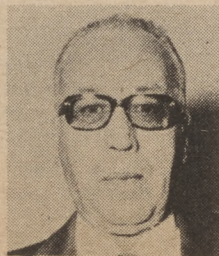
The Historical Society holds monthly meetings, except during the middle of the summer, at the Woman's Clubhouse. The current president is Brad Cahmplin, member of a pioneer Sonoma Valley family.

Serving Sonoma Valley Since 1935

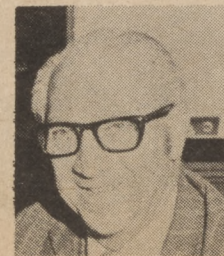


WOODS REALTY

Over 6000 independently owned offices in the United States and Canada.



DICK BOND



LOUIE MINELLI

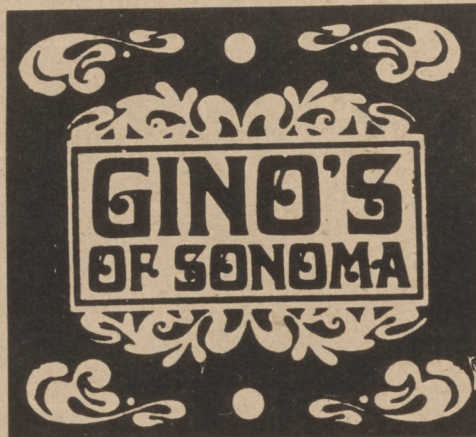
A complete realty service.

535 West Napa Street 938-3100 Sonoma

THE "IN" PLACE AT NIGHT

ALSO FEATURING FOR LUNCH THE BEST HAMBURGER AND STEAK SANDWICHES IN THE VALLEY.

DINING ROOM AND LOUNGE HAVE COMPLETE VIEW OF THE BEAUTIFUL SONOMA PLAZA.



FOOD • SPIRITS
ON THE PLAZA • NEAR THE MISSION
• OPEN EVERY DAY
(707) 996-GINO

COME SEE FOR YOURSELF



Statuesque "Nara" temple jar is crafted in white porcelain with underglaze of cobalt blue...all handpainted design. 20" high '87⁵⁰

and much more come see for yourself.

The
Crosspatch

453 FIRST STREET WEST • SONOMA, CA. 95476
phone (707) 996-1270

Artist Chris Jorgensen painted California's 21 old missions

By KATHY SWETT

In 1903-04, artist Christian Jorgensen and his wife, the former Ada Angela Ghiradelli of the pioneer San Francisco chocolate company family, toured and camped their way through California, visiting the entire 21 missions of this state.

The fruit of that idyllic jaunt, 61 water colors of the missions, is on permanent display at Sonoma's San Francisco de Solano Mission.

THE COLLECTION was donated to the Sonoma mission during the Vintage Festival in 1950, the year of California's centennial celebration, by the artist's daughter-in-law, Mrs. Virgil Jorgensen, still a resident of Sonoma. The donation was made in honor of her husband. Virgil, the artist's only son, who was a prominent citizen of Sonoma for many years before his death.

Jorgensen, the son of a Norwegian sea captain, was born in 1860. He came to California as a ten-year-old child.

His interest in painting began while he was still in childhood, and at the age of 14, which was the earliest age acceptable for admission, he became the first pupil of the first class to be held at the School of Design of the San Francisco Art Association.

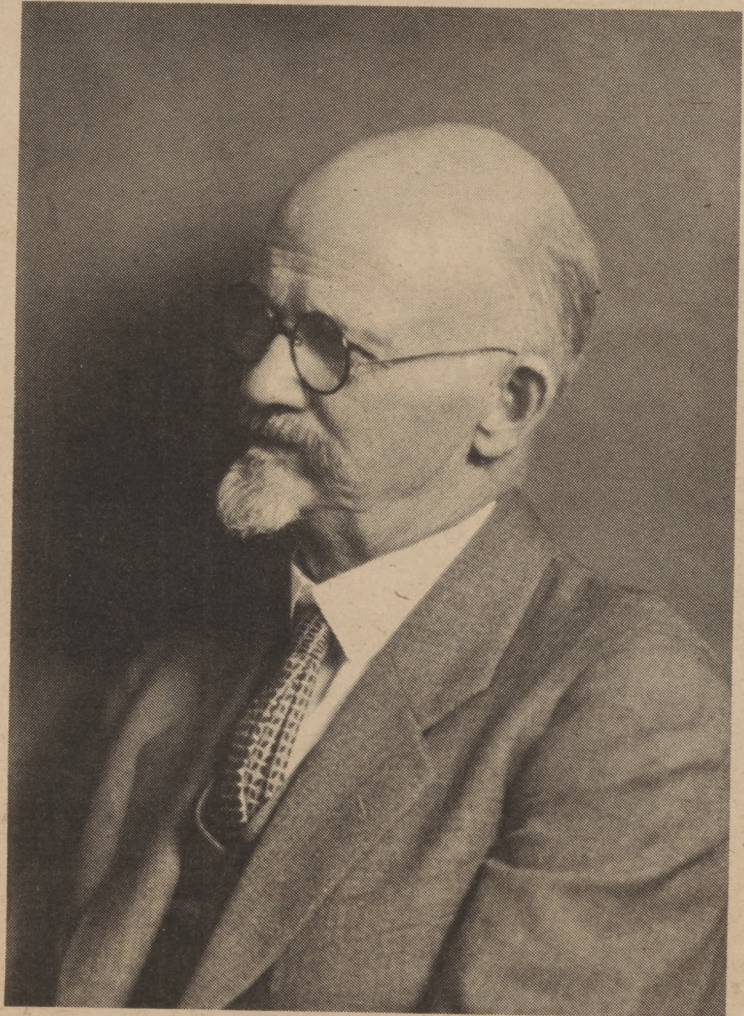
DURING THIS period of time, Jorgensen became close friends with the school's director, Virgil Williams, and eventually became assistant director to the school during the years 1881 to 1883.

After leaving that position, Jorgensen opened his own studio in San Francisco where he met and married his wife Ada in 1888. Jorgensen's favorite medium was water color, although he

occasionally painted in oils, and he was interested in scenes that would look best in this medium.

This search led to extensive travel. In addition to his famous

Please turn to Page 29



CHRISTIAN JORGENSEN

\$8 Billion Strong!

The Nation's Largest Network of Savings Association Offices



GW

GREAT WESTERN SAVINGS

ASSETS \$8 BILLION • STRENGTH THAT'S BEEN GROWING SINCE 1887
501 Broadway on the Plaza • 996-1081

Saturday, Sunday 12 - 4:30

Sonoma's first newspaper, the Bulletin--and first editor, Alexander J. Cox

Continued from Page 29

backshop printer -- the trade he learned in his boyhood.

A list of surviving members of Stevenson's Regiment gave Cox a Mendocino City address in 1882. Files of the Mendocino Beacon a year later show he was working on that coastal paper as a typesetter. On Sept. 18, 1886, the Beacon ran this item:

"It is with genuine sorrow that we recently learned of the death of A. J. Cox, the old pioneer

printer who for several years was an employee in the Beacon office. The Major, as he was familiarly called, came to California before the golden era . . . He was prominently connected with the early journalism of California, especially in Sonoma County . . . He was noted for his uniform courtesy and gentlemanly address, and his erect military bearing gained for him the sobriquet of 'Major.'

"His life, which was so full of

strange vicissitudes, has at last closed; and under the cold sod had been laid one who, with all his faults, was possessed of a kind and generous heart, and who, we believe, died without an enemy in the world."

AS HISTORIAN Mannon, in his research on Cox notes, because of the many newspapers started and lost by Cox, many would reach the conclusion that the pioneer editor was a failure

as a businessman. There seems no doubt that he would have received low grades in bookkeeping.

But certainly Cox was no failure as a pioneer in communications in early California, nor as a man who obviously was deeply involved in life and enjoyed it hugely.

His writing stamps him as a witty and humorous writer -- a forerunner of Mark Twain, Bret Harte and Ambrose Bierce. Here



ALEXANDER COX

is how his sharp-tongued pen described the removal of the county courthouse from Sonoma to Santa Rosa:

"Departed -- Last Friday the county officers with the archives left town for the new capitol amidst the exultant grin of some and silent disapproval (frowning visages) of others. We are only sorry they did not take the courthouse along -- not because it would be an ornament in Santa Rosa, but because its removal would have embellished our plaza.

"Alas! old 'casa de adobe.' No more do we see county lawyers and loafers in general lazily engaged in the laudable effort of whittling asunder the veranda posts -- which by the way, required but little more to bring the whole fabric to the ground . . . The courthouse is deserted like some feudal castle, only tenanted, perhaps, by gnats, rats and fleas. In the classic language of no one in particular, 'let 'er rip!'"



"Good Wine Is a
Good Familiar
Creature . . ."

Shakespeare

NORTHERN CALIFORNIA SAVINGS

AND LOAN ASSOCIATION

531 Fifth Street West, Sonoma (707) 996-2152

Over 45 California locations

**ANTIQUES
AND
PAINTINGS**

Stock includes
many old
prints and paintings.

Contemporary
paintings,

antiques of all kinds
and interesting

low-priced collectibles.

**ACCENTS
UPSTAIRS
GALLERY**

433 First West
996-2044

OPEN

Wed.—Sat. 10 To 5

Sunday 1 To 5

Closed Mon. & Tues.

Old school houses of Sonoma -- one-room and larger



EL VERANO SCHOOL

By SUE SHAREK

During the early 1900s, Sonoma Valley was dotted with one-room schools. Each of these rustic centers of learning held 10 to 15 children between the ages of six and 18.

The education they received was basic, to say the least -- or the most.

Most of these schools were in the outlying areas and consisted of one room with a wood stove for heat and a cloak room or closet. The privy was outside.

"IT WAS HARD traveling in those days," said Reuben Woodworth, an oldtime resident of Sonoma Valley. "The only way most of us could get to school was to walk, so all the schools were built within walking distance of a group of homes."

A LIST OF some of the old one-room schools includes Watmaugh School, San Luis School, El Verano School, Huichica School, Flowery School, and Trinity School.

IN SONOMA, there was one four-room building called the Sonoma Grammar School with a staff of three teachers, including a principal, and a janitor. Also in Sonoma was the high school which opened in 1907. That old building is still behind Country Motors on Broadway.

As a youth, Woodworth attended Sonoma schools and his wife, as a young woman, taught at the one-room Watmaugh School.

"The schools in those days," Woodworth said, "were something else."

One such school that stands out in Woodworth's memory is the Dunbar School located about 200 to 300 yards from the present Dunbar School. "Now, the school has been turned into a home," he said.

WOODWORTH'S mother used to teach at Dunbar school as a young woman. "She would ride the train to the old Warfield station and board with a family in the area," he said. On weekends, she would come to her family's home on Broadway.

Another school which Woodworth spoke of was the Locust Grove school near Schellville. It was located on the banks of the Sonoma creek and took its name from the grove of locust trees planted along the approach to the school.

Mrs. Charles Lubeck was the founder of the boarding school. The average attendance of the school was between 20 and 30 pupils and they came from as far

away as Mexico.

THE SCHOOL stood on its present site until just a few years ago when it burned.

Watmaugh School was started in the 1860s on the Leveroni Ranch but was closed in 1900 due to the lack of students.

Only after an influx of people into the southwest area of the valley was the school reopened with Mrs. Woodworth teaching there in later years.

"One funny story was when during a big storm in 1928 the school shifted," Mrs. Woodworth related. "The building ended up facing a different direction."

It was after this incident, she

Please turn to Page 32

**Being Chic Is A State Of Mind...
No Matter What Size**



Photo by Ross Strickland

**This Is A Vintage Year
For Sizes 14-52
At**

PISCES 2

512 West Napa St. 938-1913
Valley Mart Shopping Center

GOODFINDS
QUALITY REUSABLES

*Practical and delightful
merchandise of every description
Tastefully selected*

**17767 SONOMA HWY.
BOYES SPRINGS
996-5919**

Open every day 10:30 - 5:30

Buy • Sell • Trade

Success to the Vintage Festival!

From

Sonoma Title Guaranty Company



Sharon Smith, Linda Dick & Lonnie McKnight

Your Local Title Insurance Company

— Complete Escrow Service —

546 Broadway Sonoma 996-2124



SONOMA GRAMMAR SCHOOL, ABOUT 1914



WATMAUGH SCHOOL, 1930 ERA



SONOMA VALLEY UNION HIGH SCHOOL, 1908



SONOMA GRAMMAR SCHOOL, 1917 (NOW COMMUNITY CENTER)

Continental Cuisine

and fine Sonoma Valley wines



Delicious meals prepared by
the best chef in Sonoma Valley.

Little Peter's Melody Club

on the strip in the heart of Boyes Hot Springs
18020 Sonoma Hwy. 996-8133
Open six days a week (Closed Mondays)

Old school houses of Sonoma

Please turn to Page 31

stated that a wing was added on to the school and the rooms were remodeled.

The school continued to operate until its consolidation with the El Verano School. It is now a private home, she added.

ACCORDING to Sonoman Pete Kiser, he was a member of one of the first classes to graduate from the newly built Sonoma High School.

That original building is still in use today as the center of Sonoma Valley High School.

"That school was really something," Kiser related. "We had the biggest gymnasium north of San Francisco."

The building was completed in January of 1923 with the total student body moving from the old school to the new one in mid-year.

"It was really a school to be proud of," Kiser said.

Hairstyling for men and women

Casa del Pelo



BRICE, BONNIE AND LORETTA

17960 Sonoma Hwy. 996-4625

OPEN MONDAY THRU SATURDAY



VASQUEZ HOUSE
It's behind La Casa, E. Spain St.

Special winemakers' exhibit offered at Vasquez House

A special exhibit dedicated to local winemakers is currently being displayed at the Vasquez House in El Paseo, headquarters for the Sonoma League for Historic Preservation.

The display, arranged by Buena Vista Winery, Hacienda Wine Cellars, Gundlach-Bundschu Winery and Chateau St. Jean, will continue through September. It annually coincides with the Vintage Festival.

Under the direction of Irene Koster, Vasquez House library chairman, the display includes a

variety of old photographs and posters of the wineries, prints, literature and decorations.

"THIS YEAR we have a really special letter from Agoston Haraszthy to the governor of California," Koster said. The letter was sent to the governor asking for reimbursement for vines shipped to California from Europe. It is dated 1862.

"So many people have helped us collect the things for the exhibit," Koster noted. "We

Please turn to Page 34



**Wedekind's is a beautiful
country nursery.**

**It is the home of the
rose - "Sonoma" and many
varieties of wine and table
grape vines.**

**Wedekind's is located 1½ miles
south of Sonoma on Highway 12.**

**Please stop in and enjoy a walk
through the garden, and enjoy
a free sample of grapes.**

WEDEKIND'S

A COMPLETE GARDEN CENTER

21095 Broadway • 938-2727

ADOBE



GLASS

***Wishes The People Of Sonoma Valley
Happy Vintage Festival!***



***We Appreciate
Your Confidence
And Patronage.***

COMPLETE GLASS SERVICE

18495 Sonoma Highway

938-5244

Boyes Hot Springs

Emanuel Goldstein founded Mount Peak Winery here--now Louis Martini Vineyards

By WILLIAM F. HEINTZ

"Mount Peak Winery" is nestled in the folds of the hills up behind Agua Caliente, well out of sight to anyone driving through Sonoma Valley.

Wine hasn't been made there for decades but this historic building dating back to 1886, is today one of the wine treasures of California.

Very few old time residents would recognize the name "Mount Peak." The only person who used that name was its builder, Emanuel Goldstein.

To everyone else in the valley at the time, and since, it has been the Goldstein Winery. Even the winding road leading up to the winery once bore his name. Some individual, with no knowledge of its history, changed it to Moon Mountain.

THE WINERY seems unusually large when you first approach it. The reason is simply that it sits rather snugly tucked into the beginnings of a deep ravine. It is three stories in height, 50 feet wide and a generous 110 feet in length.

Although the building has withstood the ravages of man and nature for 92 years now, it looks as if it could survive for another hundred years.

There is one large crack in the outer wall at one corner. Since the stone walls are two feet thick, the six-inch deep break is hardly serious.

What really makes this winery unusual architecturally, is a series of 'flying buttresses' built in recent years on its eastern side.

The relative darkness and

dampness of the ravine has given a fine patina to the cement used in the buttresses, much enhancing the old structure's appearance.

SOME OF THE flooring shows signs of wear, especially the top floor. Wagons loaded with grapes from the nearby vineyards, were simply backed inside for unloading. Even granite would wear down under that kind of stress.

In the center of the bottom floor (natural earth), an old spring still bubbles from deep in the earth. It helps to cool the building even with the doors open.

Emanuel Goldstein's winery is surrounded by nearly 300 acres of grapes today, owned by the Louis Martini Winery, St. Helena. Transporting wine down the narrow road to the valley floor, is just one reason why Martini chooses to haul the grapes to Napa Valley for crushing rather than utilizing the old winery.

Maybe Goldstein realized he had made a mistake of sorts, in perching his winery in so inaccessible a location. Seven years after it was completed, the winery held only 20,000 gallons of wine. It could hold a quarter million gallons.

Born in Germany, Goldstein traveled overland to California in 1849. After settling in San Francisco, he founded the wholesale grocery firm of B. Dreyfus & Co.

In the 1880s, the company expanded to include wine making, building the "Eagle Wine Vaults" in San Francisco. B. Dreyfus & Co. also was one



THE GOLDSTEIN WINERY
Nestled in Agua Caliente hillside.

of the original incorporators of the gigantic California Wine Association, formed in 1895.

THE URGE TO make his own personal wine, with a 'Goldstein' label, was too much to resist and in 1880 he purchased the Foster ranch, above Agua Caliente.

Goldstein ordered 100 acres
Please turn to Page 35

Exhibit at Vasquez House

Continued from Page 33

wouldn't have an exhibit if it wasn't for all the volunteers."

The Vasquez House will be open to visitors from 1 to 5 p.m., Wednesday through Sunday. These are also the hours for the refreshment room which serves a variety of non-alcoholic beverages, tea cakes, and pastries.

THE LIBRARY at the house attracts visitors who return time after time to view the changing exhibits and examine the new books which are constantly being

purchased by the League.

The goal, according to Koster, is to have an extensive collection of California history. Visitors are encouraged to take the books and examine them in the warm atmosphere of the library.


Following the annual winery exhibit will be one on transportation in Sonoma Valley. Through the dedicated work of the League members, old photographs, detailed explanations and some original prints will be on display in October and November.

The annual Christmas exhibit will be featured again during the month of December.

HAPPY VINTAGE FESTIVAL



From All of Us . . .

BANK OF AMERICA 
for the business of living

35 W. Napa St.

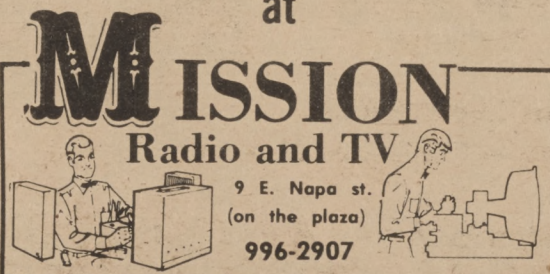
Sonoma

996-3611



**We fix
oldies
sell new
goodies**

**Panasonic • Sylvania
Stereos • TVs
Radios
at**



9 E. Napa st.
(on the plaza)
996-2907

BILL & BETTY WOODS



FLYING BUTTRESSES
Supports at Goldstein Winery

The Goldstein Vineyard

Continued from Page 34

cleared and planted to vineyards. Within a decade that acreage in vines was doubled.

Although a wealthy man by the 1890s, Goldstein's wine spirit must have been broken by the vine disease phylloxera. A report by the Board of Viticultural Commissioners in 1893 shows half of his vineyard "good for one more crop" because of the vine louse. There

was no remedy then except to replant and replant.

Death came to Emanuel Goldstein on August 4, 1892.

One of the most respected of San Francisco businessmen of his time, his passing was a great loss, especially to the Bay Area Jewish community.

A founder of Temple Emanuel, his body was borne by special train to the Home of Peace Cemetery for burial.

99 years ago--damage to grapes

FROM AN ITEM in the Weekly Argus, Petaluma, May, 1879:

"Just as we were going to press we received a pleasant call from Capt. E. R. Cutter, Superintendent of the Buena Vista Vineyard and Dr. G. M. Wells, both of Sonoma.

"We were sorry to hear from these gentlemen that the late frosts have done much damage to the grape crop of Sonoma Valley.

"From Capt. Cutter we learned much in reference to the ravages of the phylloxera in vineyards here, as also in Europe."

Marge Moench

INDIVIDUAL WORK:

Lomi Body Work
Therapeutic
Massage

Rebirthing
WORKSHOPS:
Massage

Art Explorations
Yoga — Conscious Movement

Distributor — Astra Massage Tables
Call 938-2913 for appointment



Country Classics

BATH & HOME INTERIORS

Everything for your bath, from the latest in hydro-massage tubs and other fine fixtures to plush towels, imported soaps and other exclusive accessories, plus fine draperies.

510 W. Napa St. Valley Mart Shopping Center 996-5504

COUNTRY MOTORS

870 Broadway, Sonoma,

Phone (707) 996-4521



Eric, Jesse, John, Art, June, Bob, Mike, Mike and Wayne

January, 1977, Country Motors introduced the Subaru to Sonoma. Your acceptance has been tremendous. We are pleased that we have been able to provide an inexpensive low-mileage car to the community. Our 1978 Closeout is going on right now and the new 1979s are right around the corner. Thank you for your patronage.



The first Vintage Festival committee, 1947

IN FRONT, from left: Mrs. James F. Lytle, Dick Watkins, Marion Green Hopper, Rudy Lichtenberg, Dr. David T. Jones, Lois McVeigh, Pete Mancuso. SECOND ROW, from left: seated -- Lucille Palmer, Roy Carter, Dan Ruggles, Al Rozario, John Merlo, Sabina McTaggart, Teresa Lynn Blank, (next two young ladies on end not identified.) STANDING, from left: Mrs. E. A. Little,

"Colonel" E. A. Little, J. P. (Toots) Serres, Paul A. Wolter, Morris Greenberg, Betty Weise, Gladys Dodge, Harriett Jones, Al McVeigh, Mrs. L. Tryon, Celeste G. Murphy, Mildred Shepard, Ethel McDow, Doris Jovich and George Jovich.

Our first 'modern day' Vintage Festival held here Oct. 4-5, 1947

While the idea for the Vintage Festival is said to have originated in 1897 with a production at Rhinefarm here, the first of the modern Vintage Festivals was staged in 1947.

The dates were Saturday and Sunday, Oct. 4-5.

The event was sponsored by the Sonoma Valley Chamber of Commerce.

Cooperating agencies included the Wine Institute, Sonoma County Wine Growers' Association and the North Coast Council, California State Chamber of Commerce.

The events of the first Festival were listed in a small program, 4½x6 inches, with 32 pages, printed by the Index-Tribune.

Events for both days included wine and autumn foliage displays and movies about winemaking.

Other Saturday highlights included a concert by the Sonoma Valley Union High School band and a roller skating exhibition at the Sonoma Rollertorium. This was where Food City is now.

A HIGHLIGHT on Saturday only were tours of the wineries and historic Sonoma Valley homes and gardens.

Only three wineries were cluded in the tours -- Sebastiani in Sonoma and F. Mancuso and Pagani, both in Glen Ellen.

There was also a grand vintage ball at the Sebastiani Hall Saturday night.

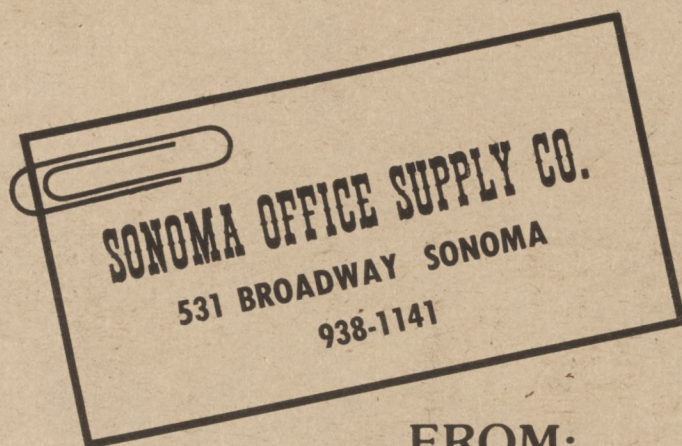
At 11 a.m. on Sunday there was the dedication of a historical plaque at the Buena Vista Winery, marking the 90th anniversary of that winery, established in 1857 by Count Agoston Haraszthy.

In the afternoon there was a folk dance festival at the old Boyes Springs ball park; a concert in the Plaza by a band from Hamilton Field Air Force

Base and a midnight street dance in the Plaza.

The honorary chairman of the first Festival was Supervisor James F. Lytle. Other officers were Dr. David Jones, general chairman; Rudy Lichtenberg, vice chairman and Mrs. Marion Greene, treasurer.

MOST OF THE pages in the little printed program are taken up with ads. Aside from the ads placed by firms which are still here, there are many from enterprises which have faded from the scene.



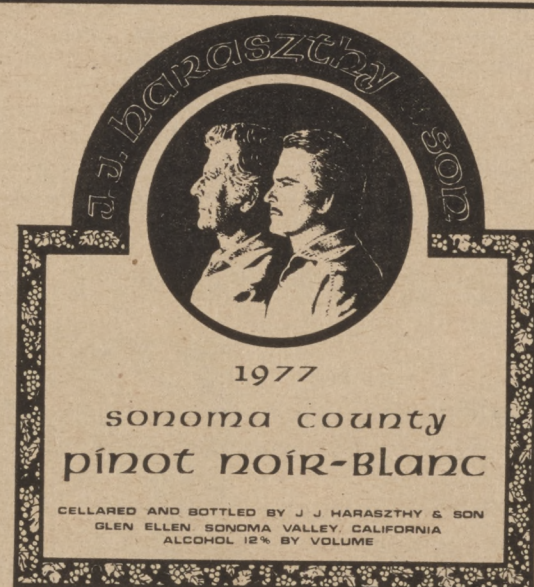
Best Wishes
For A
Successful
Vintage
Festival!

FROM:

THE VALLEY OF THE MOON'S
LEADING SOURCE FOR:

●SOCIAL STATIONARY (CRANE'S & EATON) ●ENGINEERING/DRAFTING MATERIALS ●PERSONALIZED STATIONARY & CHRISTMAS CARDS ●RUBBER STAMPS ●STOCK SIGNS ●TELEPHONE ANSWERING DEVICES ●FILE CABINETS & FILING SUPPLIES ●ARTIST'S MATERIALS (OILS, WATERCOLORS, ACRYLICS, CALLIGRAPHY, ETC.) ●BUSINESS, ACCOUNTING & LEGAL FORMS ●CALCULATORS (SHARP, TOSHIBA, TEAL, CANON, VICTOR) ●DESK LAMPS ●DESK CLOCKS ●MIMEO & DUPLICATOR SUPPLIES ●OFFICE DESKS, CHAIRS, BOOKCASES, STORAGE UNITS ●TYPEWRITERS (SMITH-CORONA, OLYMPIA, OLIVETTI) ●CASH REGISTERS (CITIZEN, SHARP, VICTOR) ●CASH REGISTER TAPES ●QUALITY PENS & PENCILS (CROSS, PARKER, SHEAFFER, MONT BLANC, PENTEL) ●DESK ACCESSORIES ●BUSINESS CASES ●BUSINESS GIFT ITEMS ●OFFICE WALL CLOCKS ●OFFICE MACHINE SERVICING.

WEEKDAYS: 9 AM-5:30 PM SATURDAYS: 10 AM-3 PM
DEDICATED TO QUALITY OF PRODUCT AND SERVICE



*Vallyo Haraszthy
Jm Haraszthy*

Vintage Festival Greetings!

Chief Solano--is Sonoma Plaza his resting place?



His true name was Sem-Yet-Ho, or Yeto.

But in Sonoma Valley history he was known as Chief Solano of the Suisun Indians, a sometimes hostile tribe, but under Solano's leadership friendly to the mission padres and Sonoma's founder, General Mariano G. Vallejo.

Baptized at the Sonoma Mission in 1823 or 1824 (historians differ on this date), he was given the name Francisco Solano, as was his brother, who was given the same name. If this be true, it may account for the different burial sites claimed for Chief Solano.

Vicente, an Indian soldier with Vallejo, who later lived on the Nick Carriger ranch here as late as the 1880s, is reported to have told local residents that Chief Solano is buried in the plaza in Sonoma.

Some say he was buried in an island in Petaluma Creek, which, according to Native American tradition, was the burial place for Indian chiefs. Others believe he is buried under a buckeye tree near Solano Community College near Fairfield, in the county named for him.

FAIRFIELD, by the way, has an imposing 12-foot bronze-cast statue of Chief Solano across from the Solano Hall of Justice. It was sculpted by William Gordon Huff in 1934.

Huff took six months to build the statue after he won a commission for the project from the state in 1934, and the artist researched the life of Yeto before undertaking the task.

Yeto is referred to in some history books as a "giant." Huff said records indicate the man who died in the early 1860s, was about 6'6" tall -- which is an unusual height for a Suisun Indian.

"His actual height has never been verified," Huff said, "but he was unusually tall and resembled a Plains Indian more than a California Indian."

VALLEJO HAD his first real contact with Chief Solano in 1835 when the young Lieutenant was ordered by the Mexican government to make a return trip to the northbay area. (He had inspected the area the year previously and found Indian tribes north of here very hostile).

The Russians seemed to be gaining more of a foothold at Fort Ross, and the Mexican congress wanted to enforce the secularization of the Mission at Sonoma.

He arrived by schooner in Sonoma Creek near the Embarcadero (below the present Millerick ranch) to find Chief Solano and 3,000 Indians massed to see the white men land. Vallejo claimed that within 48 hours his small force faced 11,000 natives of which only a third were of proven friendliness.

*Chief Solano was interpreter and harangued the Indians urging them to be friendly, take gifts and receive the help the white men could give them in punishing enemy tribes.

History tells us the tall and powerful Indian chief subsequently became Vallejo's ally, assisting the young Lieutenant in many daring campaigns where knowledge of the wild country and the enemy were invaluable.

CELESTE G. MURPHY in her "People of the Pueblo," notes that Solano, only human, often got into trouble. A serious break with him was averted at one time when he became drunk on Peruvian brandy (pisco), connived to kidnap a number of Indian boys and girls and turn them over to an organized gang which trafficked in young heathens. Vallejo imprisoned his big chief, made him confess, name the conspirators and return the children to their parents.

The famed attempt, in 1841, to abduct the Russian Princess Helena de Gagarin, niece of the Czar and wife of Commandant Alexander Rotchef, in which Chief Solano figured, was probably a plan to hold her for ransom and entitles this early Sonoma character to the title of California's first kidnapper.

Princess Helena had been at Fort Ross, the Russian colony, with her husband and before leaving California and returning to Sitka, they decided to cross Sonoma county, come through Sonoma Valley, pay their

respects to Comandante Vallejo, visit the Mission and proceed to Napa. Their destination was the mountain peak named St. Helena after the royal family, the 4,343

foot mountain peak having been marked with a copper plate by Russian scientists on June 12, 1841.

While on this trip, the Russian

party spent the night in Sonoma, and then it was, so history tells us, that Solano planned to capture the beautiful and titled Rus-

Please turn to Page 38

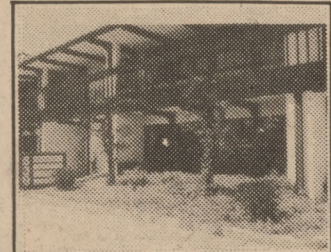


HAPPY VINTAGE FESTIVAL
From Don Mellen, new owner of the Granary



HAPPY VINTAGE FESTIVAL!
From Wauna, Vicki, Daryl and Irene

"Together we've been around the world!"



539 Broadway - Suite A 938-1221

OPEN MONDAY-FRIDAY — 9-5:30 — SATURDAY 9-1 PM

Dried Flowers And Original Arrangements

Unique Gifts And Toys

Gorgeous Hats

From Beth

Welcome To The Vintage Festival

THE KABOODLE

129 E. NAPA ST.

996-9500

Chief Solano--is Sonoma Plaza his resting place?

Continued from Page 37

sian woman and ride away with her. A confederate of Solano revealed the plot to Comandante Vallejo, who circumvented the abduction and punished Solano for his impudence.

Some believe that the big chief was vain enough to want a white wife to add to his Indian charmers. An Indian maiden, Yoto, presented to him as a trophy of war, was regarded as his favorite. When two chiefs of the Mokelumnes brought Yoto to

show their appreciation of Solano's help in suppressing a band of horse thieves, the gift of the girl was the motif of an eight-day celebration of feasting and dancing in Sonoma. Certainly the northern frontier went native on these occasions and was

primitively fascinating. Chief Solano finally contented himself with one wife, and his widow, Isadora, a native woman, was living in Sonoma as late as 1874.

Vallejo knew the vanity of the Indians and won great favor when he armed and equipped 44 of them like Mexican troopers and put them under command of a Lieutenant Fernandez. This company was given to Chief Solano as a personal bodyguard when he was sent to quell uprisings among hostile tribes.

From all accounts, Solano was almost as dependable and as susceptible of praise as was Palma, hero of the first Anza expedition. Solano was a Sonoma Mission Indian named for the establishment where he was baptized. He is said to have been captured by Moraga in 1817 from among the Suisuns.

After he came into favor with Vallejo, the Comandante dressed him in regular officer's uniform

and cockade that he might impress all the Indians with his authority. He was presented with a spirited horse, a Spanish saddle with silver trappings, fancy riding boots, jingling spurs and a silver watch.

His capture of Chief Zampay in a battle in which Salvador Vallejo was also engaged was the highlight of Solano's career as a soldier.

Following a serious Indian outbreak in the vicinity of the Geysers, that wild land of hot sulphur, steaming cauldrons and boiling subterranean channels where the Sotoyomes were entrenched, Vallejo summoned the chiefs of seven tribes to a peace conference at Sonoma. They voluntarily came to the headquarters of the Comandante, signed a pledge to make no more wars and to give up fugitive Christian Indians. This was a momentous day in the history of the pueblo.

-R.M.L.



SONOMA VALLEY ART CENTER

14 Spain St. (on the plaza) Sonoma

Gallery Open Daily
1-5 PM

Longer hours on week-ends.



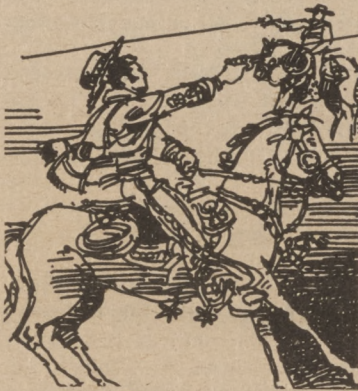
Selling Original
PAINTINGS
POTTERY
CRAFTS

Charles Gill is showing his extraordinary collection
of rocks, shells and jewelry at moderate prices.
Open daily 11 to 5.

Visit our VINTAGE FESTIVAL ART SHOW in the Plaza
Sept. 23-24, open 10 a.m. to 5 p.m.

MEMBERS ONLY . . . artist's work will be judged and ribbons given.

The Sheriff and the dandy



A seaport like Old San Diego naturally attracted its share of colorful characters. Park ranger "Hank" Nicol likes to tell a tale of two of them, who appeared on the scene just after the Americans took over the town.

One was a no-nonsense sheriff who decided that San Diego was getting big and rowdy enough to require a jail. So he had one built. The other was a young Yankee dandy who dressed in dashing va-

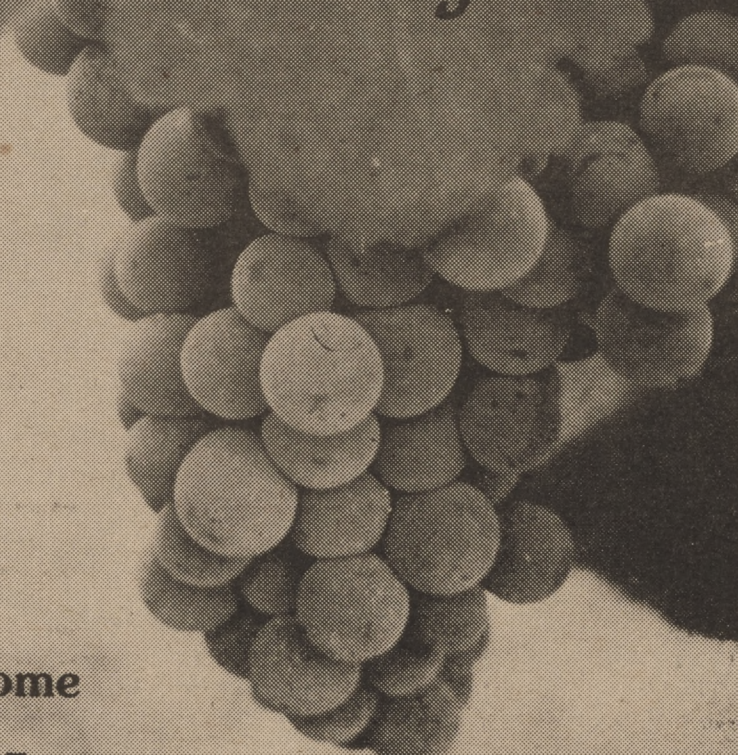
quero clothes and was noted for his prowess with a pistol -- and with the local señoritas.

One afternoon, our dandy consumed a quantity of tequila and decided to test his shooting skill. A moving target would be more challenging, so he and a drinking buddy agreed to shoot at one another from horseback, riding around the plaza. After a few shots were fired and the friend was wounded, the sheriff tossed the two in jail for disturbing the peace.

OUR HERO didn't exactly suffer in confinement, for señoritas kept slipping cakes and wine through the bars. But he got bored after a month and dug his way out of the sheriff's brand-new jail with his pocketknife.

Both characters went on to later fame. The sheriff, Agoston Haraszthy, left to establish California's first major commercial vineyard in the Sonoma Valley. And our young jail-breaker finally got on the right side of the law -- sort of. He was Roy Bean, the famed judge who dispensed beer and justice from his Jersey Lily Saloon in Langtry, Texas.

Grand Cru' Vineyards



No. 1
Vintage Lane
Sonoma

Visitors Welcome

Weekends 10-5
996-8100

Tasting and Informal Tours

Sonoma's

RCA

&

ZENITH

Dealer

Louis and Mary Laura Ramponi's

SONOMA TV

SERVING SONOMA VALLEY SINCE 1965

129 W. SPAIN STREET

SONOMA

996-2011

BEHIND EL DORADO



JOE RYAN AT REINS
Scene is old Sonoma race track.

Sonoma had its own racetrack

By BECKY GOEHRING

When one thinks of horse racing, jockey clubs and professional baseball teams Sonoma does not immediately come to mind. Yet, in the early 1900s, the town had its own racetrack, was the spring training site for professional ball clubs including the Oakland Oaks and the San Francisco Seals and had its own version of a Jockey Club, comprised of local youths racing against each other.

The race track, which featured harness racing and occasional saddle races, began operation in the early 1900s. It was located between First street west and ran back to MacArthur street (at that time known as Germany street). The track also shared part of that land with the old baseball diamond.

"Joe Ryan, who ran the livery stable, now Napa Milling, owned and operated the track," related Pete Kiser, who remembers the track as a small kid.

"We used to have all kinds of community celebrations there, especially days like Fourth of July. Town picnics were held there, with racing during the day for the men and socials at night including the women and children."

The high school also used the track as an athletic field for its physical education classes when it was located on Broadway behind Country Motors. "All the boys would go down there for a period of P.E.," noted Kiser. "Of course it wasn't much -- just a big, cleared dirt area."

AFTER THE present high school was built, they had no further use for the track. Racing was discontinued around 1915 according to Kiser, although it was somewhat revived in the 1920s when the Millericks began holding rodeos at their ranch south of Schellville.

Toward the beginning of the 1920s, the pro baseball teams began traveling to Sonoma for spring training sessions. "There used to be a ball field in Boyes Hot Springs which began at Central avenue and ran down to W. Spain street," noted Kiser.

"The Seals and the Oaks used that field for training. A lot of the

high school kids would do down and practice with the pro teams and really have a good time with the players."

Members of the ball clubs would stay at the old Boyes Springs Hotel (before it burned down) and at the Mission Inn, after it was built in 1924. Kiser noted that the clubs used the Boyes Hot Springs Spa for training sessions with club trainers, utilizing the mineral baths, hot pools and saunas. "They'd go there after practicing at the field for their massages and treatments," Kiser said.

Kiser also noted that many times during spring training it would rain, forcing the teams inside. "They drained the pool at

the Spa while the teams were there and the pitchers and catchers would practice there because it was enclosed," he recalled.

The pro clubs practiced and trained in Sonoma until the early thirties when they decided that weather conditions were such that it conflicted with training schedules. The clubs migrated south to Arizona, Florida or Southern California -- where it never rains.

The Vineburg Athletic Club was formed in 1926 by Ray Tynan. Louis Martin sponsored the club which formed a baseball team, competing against teams

Please turn to Page 40



Al and Kay Adams

**Have a wonderful
Vintage Festival**

**Quality fabric
and accessories
for
every occasion**



**On the Plaza
15 E. Napa St.
Sonoma**

996-3515

Valley of the Moon Winery

In the heart of the Jack London country, visit our friendly, family-owned winery surrounded by historic vineyards. Stroll on the banks of the Sonoma Creek or rest under the branches of the California Laurel tree that shades our tasting room. Taste our fine wines that reflect the color and charm of this most romantic wine valley—the Valley of the Moon. And, enjoy yourself with our wines.

Al Adams

PROPRIETOR, VALLEY OF THE MOON WINERY



**WINE TASTING HOURS
10AM to 5PM
closed thursday**

VALLEY OF THE MOON WINERY
GLEN ELLEN, CALIFORNIA

Our thanks to the Vintage Festival workers . . .



WELLS FARGO BANK

Serving California for the past 125 years

Sonoma office 480 West Napa Street

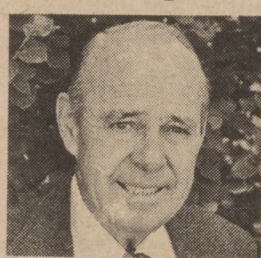
Vintage Festival Greetings



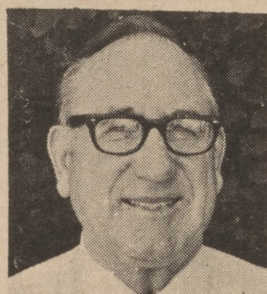
A. J. BOURDY



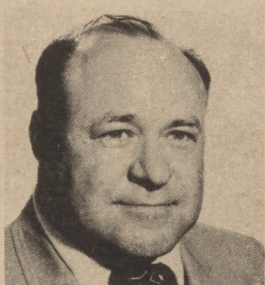
HARRY WHITE



ROBERT S. YOUNG



DONALD BRANDON



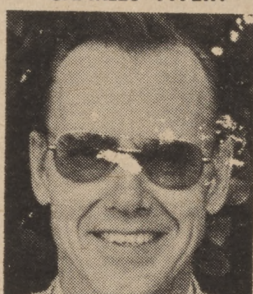
CHARLES AVERY



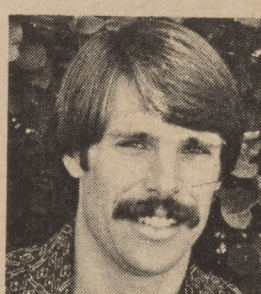
MARTHA MALARDINO



ANTHONY STEVENS



ALLEN MARTINSON



GARY J. KRAUSS

from all of us at

VALLEY OF THE MOON REALTY

232 W. Napa St.

938-1434

Racing and ball clubs

Continued from Page 39

from Napa, Santa Rosa, San Rafael, Fairfield and other cities in the area.

"The merchants of Sonoma also sponsored a team," Kiser recalled. "Different shops would donate a suit for a player, places like Steiner's and Hotz's, they all pitched in to support the club."

KISER REMEMBERED that there was an intense rivalry between the Schellville club and the

disbanded around 1925.

Kiser also noted that the area where he now lives, on Second street east, used to be all racing stables, owned by Mr. Chase. "Everyone called him Chase, I remember. He used to race his horses at Joe Ryan's track."

As Sonoma grew so did athletics, and, in 1952, Arnold Field was built. "The Sonoma Valley Athletic Club spearheaded the fundraising drive to build Arnold Field," Kiser recalled. "Bonds were sold and each week a name was drawn from a barrel. The winner would receive back the money he had paid for his bond."

Arnold Field cost approximately \$14,000 to build in 1953, including all the lights and standards and the bleachers. (The existing bleachers, which are the original stands, have to be replaced this year. Estimates have run as high as \$50,000).



Sonoma clubs. "The games used to be all-community events," Kiser said. "There was always a big turn-out when Sonoma and Schellville met. It was the proverbial cross-town rivalry."

The West Side Jockey Club was initiated in 1917 by Joe Ryan. The club, located where Temelec now stands, proved to be a town favorite for all ages. According to Kiser, the whole valley participated in the club.

"When the race track would close down after a full racing day, everyone would go out to the Jockey Club and watch all the teenagers race," Kiser said.

The course ran up the main driveway of the club and boys would race against each other, to the delight of the crowd.

"The Felder family was really involved in that, as was Adolf Scanzini, my brother Mike (Kiser) and, of course, Joe Ryan."

Kiser recalled that Ryan had a horse named Razor Pete. "Razor Pete was the blacksmith at the livery stable in Boyes Springs," Kiser remembered. "He was always around when we'd get together and race at the club." The club

"WHEN GAMES were being played at the old diamond (on Second street west) softball started up," Kiser remembered.

"At that time, there were two divisions, the over 30 and under 30 age groups. Teams were sponsored by different merchants throughout the valley, including Steiner's, Eraldi's, Napa Milling, Acme Beer, Sonoma State Hospital-Eldridge, the Rustic Inn in Glen Ellen and the Merchants of Boyes Hot Springs," Kiser said.

"The boys out at Skaggs Island also got together a team to play and compete in the league."

Although horse racing and jockey clubs have followed the professional ball clubs out of Sonoma, the spirit of athletics still remains in the various leagues and clubs still in existence in Sonoma Valley.

Slowpitch and fastpitch, men's, women's and girl's leagues, little league, Jo DiMaggio and Babe Ruth, high school sports and other clubs and organizations all carry on the fine traditions of sportsmanship and competition and community camaraderie that was so evident many years ago in Sonoma Valley.

Paint the town red . . .

BOYES HOT SPRINGS

Decorating Center

(Formerly Morwear Paint Store)

. . . green, blue or any
of hundreds of other beautiful
colors in our selection of
Martin-Senour and Morwear
Paint products.

18175 Hwy. 12
Boyes Hot Springs
996-3202

The day 'Lucky Lindy' flew over Sonoma Valley

By WILLIAM F. HEINTZ

It happened almost four months to the day after Lindbergh's historic non-stop flight to Paris in May, 1927. This time the famed 'Spirit of St. Louis' carried the celebrated aviator over Sonoma Valley -- in search of a home that once belonged to a scandalous relative.

Charles A. Lindbergh had probably never visited Sonoma Valley although it is likely he knew of its fame for producing grapes and fine wines.

That may have been a part of the reason for his flight here on September 17, 1927.

Lindbergh did not land in the valley. There was no time since a noisy, tumultuous reception awaited him shortly in San Francisco.

HE WAS ON a cross-country tour, hopping from one city to another so that Americans by the millions could see their newest hero.

The country and world had gone mad over "Lucky Lindy" following his solo flight across the Atlantic, and touchdown in Paris at dusk on May 21.

Lindy could fly 3,600 miles over an ocean to France with few problems but he should have had some navigational help over Sonoma.

If Lindbergh thought he could spot the old ranch house of a great uncle by circling over Vineburg, he was wrong. The old stone house he wanted was at Temelec, several miles to the west.

The Index-Tribune for Sept. 24, 1927, reported Lindbergh's brief flight over Vineburg in a banner headline: "Lindbergh Flew Here, Glimpsed Home of Ancestor." Well maybe he did, and maybe he didn't.

THE NEWSPAPER'S account stated that he "circled around the valley in the vicinity of Vineburg, and his plane, the 'Spirit of St. Louis', was plainly visible to many residents of the section."

Since the 'Spirit' only averaged 100 miles per hour in regular flight, Vineburgians should have had little trouble obtaining a glimpse of the handsome Lindbergh face.

In that early era of flight, the aviator often throttled back his engine, circled low and talked to the people on the ground. Before aviation maps, that was one method of finding your way across country.

There is some question, however, as to exactly what Lindbergh was looking for in the valley. The newspaper account claimed he wanted to see the former home of a great uncle named Col. William R. Rogers.

Rogers, it seems, had been convicted for various crimes in the East and then fled to California to escape punishment for others. He assumed the name "Rogers."

There was a William Rogers who purchased the Temelec Ranch in Sonoma Valley in 1865 and soon had acquired 1600 acres of land.

IN THE 1870s, Rogers converted an old stone barn into a winery though the quality of his product now seems questionable.

One account of Temelec claims the fermentation was done in an open stone pit, on the north side of the winery. He would have had fly problems among other hindrances in such an operation.

Rogers and his wife Elizabeth raised eight children on the ranch during their twenty-eight years of ownership.

When he donated land for a new school and began hosting lavish parties, whatever might have been suspected about his past, was quietly forgotten. He was even elected a County Supervisor.

In 1890, the long arm of the law finally reached out and tapped Col. Rogers on the shoulder. He was brought to trial in San Francisco.

Pleading the statute of limitations for his past offenses, the judge agreed and Rogers at last found himself a totally free man.

Lawyers, court costs and other financial problems forced him to mortgage the ranch and in due course, he lost it.

In 1893, Rogers and his wife left Sonoma Valley. He died in the mid-1920s.

Is this the relative Charles Lindbergh was in search of a half century ago? Had he grown up as a child in Minnesota listening to strange tales about the scandalous Uncle William -- on his mother's side of the family?

SUCH STORIES always raise the question of historical accuracy. There is nothing about such an uncle in any of the numerous books on Lindbergh although his great grandmother's maiden name was "Kissane" -- the supposed original name of Rogers.

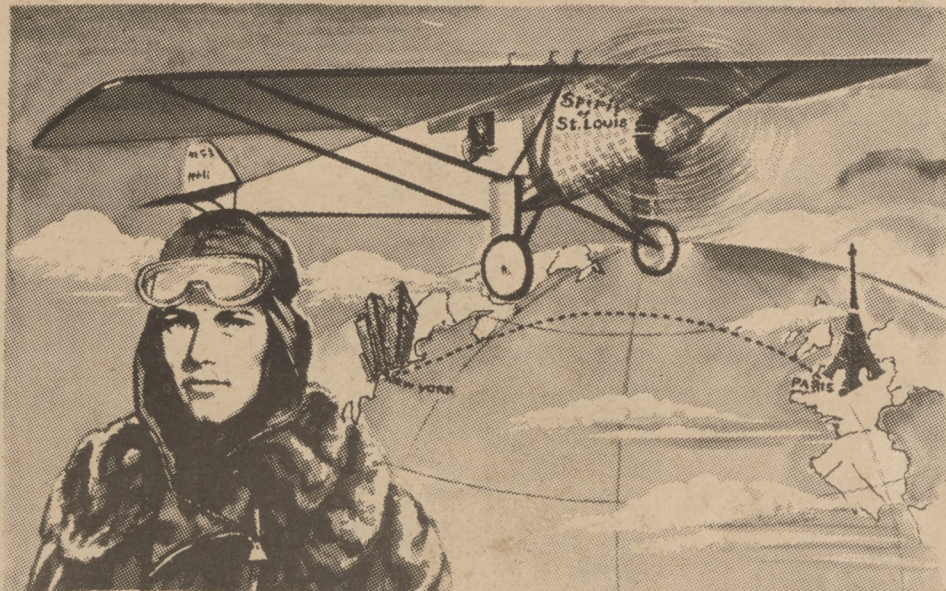
Unfortunately, Lindbergh left no diary or written record as to his reason for flying over Vineburg in 1927.

In spite of Prohibition, there were many more thousands of acres of grapes in Sonoma Valley than now. It is fascinating speculation as to

what went on in the mind of Lindbergh that morning as he circled this vinous landscape.

Besides thoughts about his relative, if it was a hot day, Lindy might have been wishing for a cool glass of Chenin Blanc wine.

Or he just may have needed some stimulant to face the crowds in San Francisco. Lindbergh had come to like that aspect of his fame least of all.



CHARLES LINDBERGH, American aviator, was born in Detroit, Mich. in 1902. He became famous almost overnight by a daring transatlantic flight from New York to Paris in 1927.

Public school district established here in 1857

In 1857 the Board of Supervisors of Sonoma and Mendocino counties established a public school district in the city of Sonoma.

The first teacher in the Sonoma district was John L. Jenks.

He taught a term of seven months and received \$65 per month for his services.

Vintage Festival Greetings!

From All Of Us At . . .

SONOMA

FRENCH BAKERY

Our famous FRENCH BREAD
rolls, pastries and other specialities
available

WEDNESDAY THRU SUNDAY
WED. - SAT. 8-6 SUNDAY 8-NOON

Closed Mondays and Tuesdays

470 First Street East

Gratien Guerra, Proprietor

996-2691

WOOD'EN THINGS



HAPPY VINTAGE FESTIVAL FROM THE

WOOD'EN THINGS FAMILY!

If you're looking for comfortable, casual, well-built furniture -

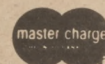
WE HAVE IT!

If you're looking for a special size or a certain style -

WE'LL BUILD IT!

Our Sebastopol factory
is now in production
in its new location.

We also carry
WATERBEDS • ACCESSORIES
SONOMA HOT TUBS



OR FINANCING AVAILABLE

159 WEST NAPA ST. 996-9488

When Stevenson's Regiment of N.Y. volunteers served in Sonoma

By BILL LYNCH

A regiment of U.S. Volunteers under the command of Colonel J. D. Stevenson, comprising approximately 780 officers and men sailed from New York on Saturday, September 26, 1846, for California.

Although the stated "official" purpose of the expedition was for "prosecuting hostilities in some province of Mexico," (as a state of war existed between the U.S. and Mexico), the popular view at that time was that Stevenson's regiment was a political group selected to colonize California and to bring about quick annexation to the United States.

THE REGIMENT arrived in San Francisco in March of 1847 and was scattered from Sonoma to Los Angeles. Company C, under the command of John E. Brackett, was sent to Sonoma.

The company's impact on Sonoma was apparently significant in many ways. The men were not farmers or pioneers. They livened up old Sonoma with dances and other forms of entertainment including the establishment of what is considered "the first theater in California."

Almost from the day of their arrival they had no military duties and by September, 1847, only six months after Company C's arrival, all pretense of military formalities were suspended, and the men were simply told to be available in case of need.

This left them free to get involved in politics and other employment such as law enforcement, fire fighting, clerking and other positions for which the original settlers had neither the time nor talent.

THE FORTUNES of General M. G. Vallejo also took a turn for



the better when Stevenson's regiment arrived. He and Lilburn W. Boggs, a former governor of Missouri who wanted to be governor of California, courted favor with the new arrivals (and may have been instrumental in getting them here).

Through his new found influence, Boggs was appointed Alcalde of Sonoma over John H. Nash, a leader of the Bear Flag settlers by then military governor Kearny.

Vallejo was named Indian Agent for the district of Sonoma.

Both appointments were opposed bitterly by the Bear Flag settlers, but the two ambitious men, backed by the seasoned political street fighters from New York, gained the upper hand by the end of 1847.

The discovery of gold and the mustering out of Stevenson's regiment changed both the population and political outlook of Sonoma as settlers and ex-soldiers alike set off for the gold fields.

WHAT HAPPENED to the men of Stevenson's regiment? A partial listing is contained in a book on the subject by Guy J. Giffen. The following is a listing of some of those volunteers who had an influence on Sonoma:

--Brackett, Capt. John E. - a member of the first California Legislature from Sonoma, where he practiced law. He died in Rock Island, Ill. January 25, 1855.

--Cameron, John - was the first mayor of Sonoma, died in Alameda County, May 17, 1864.

Company H. He was stationed at Sonoma for a time, and while there married Epifania, the eldest daughter of Gen. M. G. Vallejo. He was a candidate for lieutenant governor in 1849 and was elected a member of the seventeenth session of the legislature. He was an active banker and merchant at Vallejo and shipped the first cargo of wheat from California to Europe. He lost a large fortune and went to Mexico for a time. He died in San Francisco in 1909.

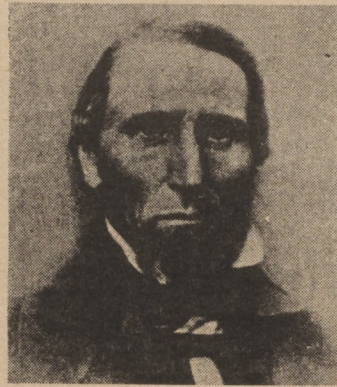
There are more names associated with Sonoma in Giffen's book but the ones listed are among the most significant as contributors to local history.

(Our thanks to Robert D. Parmelee, local attorney and historian, for loaning us "California Expedition" by Giffen. Most of our information was provided by Mr. Parmelee's own book, "Pioneer Sonoma" for which we are also grateful.)

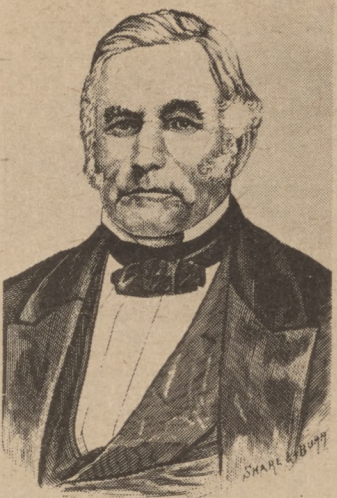
Famous soldiers served in Sonoma

Among famous military men who were stationed in Sonoma, or visited here at one time or another, were Ulysses S. Grant, William Tecumseh Sherman, Philip Sheridan, Persifer F. Smith, Joseph Hooker, and Henry W. Halleck, all of whom won fame later in the Civil War.

This tradition was carried on much later when General "Hap" Arnold came here to live, after whom one of the local streets is named.



JOHN CAMERON



LILBURN BOGGS

--Conrad, Henry - went first to New Helvetia and later moved to Sonoma where he is said to have served at least one term as mayor.

--Cox, A. J. - was founder and editor of the Sonoma Bulletin and also the Napa Register. Died in Pasadena in 1886.

--Dow, Joseph G. - was a member of the legislature in the session of 1862-63 from Sonoma.

--Frisbie, John B. - Captain of

Feet of grizzly bear shot here made into boots

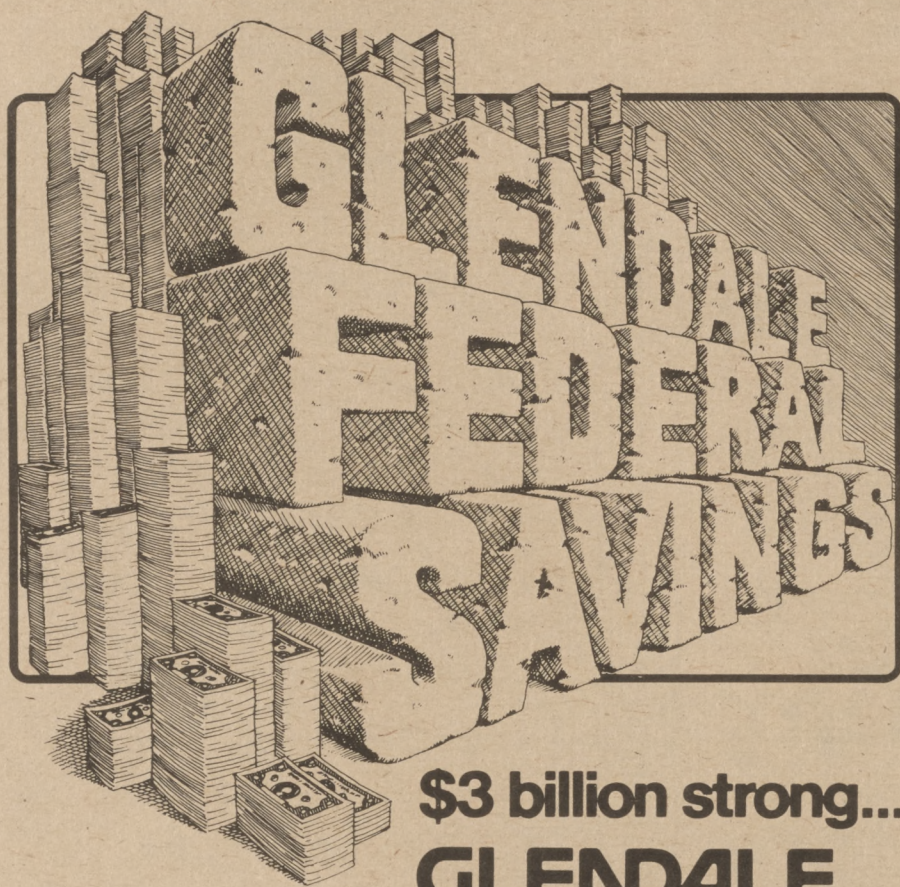
One of the most unusual exhibits in the Sonoma Valley Historical Society's collection of artifacts from Sonoma Valley is a pair of boots made from the feet of a grizzly bear.

The grizzly was killed over 100 years ago, it is said, by Col. Joe Hooker, who later became a general in the Civil War. He came on the huge bear in the hills above Agua Caliente.

Oldtimer Jerome Jansen, who now lives in Oregon, said he recalled that Charles Colyar was given these feet by Franklin Watriss for doing some garden work.

Victor Jansen, father of Jerome Jansen, got the feet from Colyar in payment of a \$2 loan.

General Ulysses S. Grant once wore the feet to a masquerade ball in San Francisco's Palace Hotel, according to Jansen.



\$3 billion strong...

**GLENDALE
FEDERAL**
SAVINGS AND LOAN ASSOCIATION

for a great second half.

SONOMA BRANCH: 500 Broadway
(on the Plaza)
996-4591

© 1978 Glendale Federal Savings and Loan Association

JEWELRY • AGATES • SHELLS
PETRIFIED WOOD • FOSSILS

Gill of Sonoma

14 SPAIN STREET

996-1466

Open Daily 11 to 5

How Jack London planned and made the cruise on the 'Snark'

By RUSS KINGMAN

As the days grew warmer in the summer of 1905, campers swarmed into the little town of Glen Ellen. Its eight hotels and an equal number of bars were kept full by the two railroads, the Northwestern Pacific and the Southern Pacific, bringing visitors and campers from Bay Area towns.

Wake Robin's cabins were soon full and the swimming pool in Sonoma Creek was a place of wild fun daily. Jack London loved to teach the youngsters how to swim and dive.

Then after a frolic in the water they got lessons in boxing and wrestling or a relaxing hour while Jack read to them.

Evenings were quiet times at Wake Robin Lodge — usually spent playing cards, talking, or listening to Charmian play the piano. One evening Jack and Charmian's Uncle Roscoe were discussing Joshua Slocum's voyage on the "Spray."

"If Slocum could do it alone in a 35-foot sloop, with an old tin clock for a chronometer, why couldn't we do it in a ten foot longer boat with better equipment and more company?"

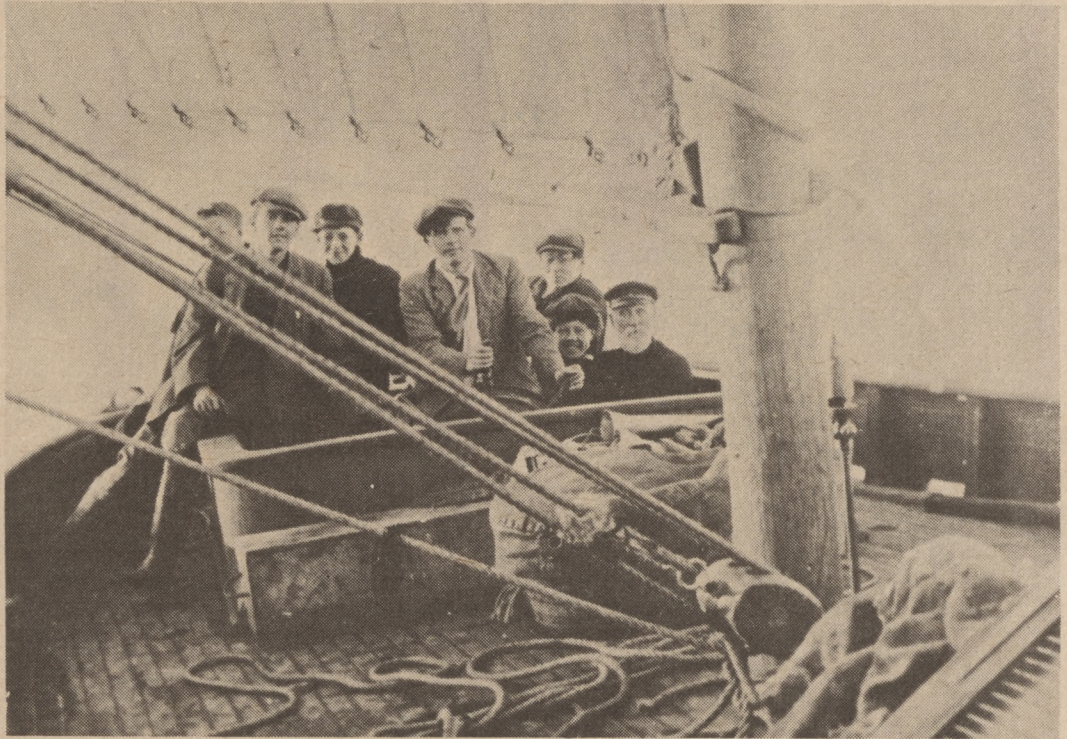
Jack turned to Charmian. "What do you say, Charmian? Suppose five years from now, after we're married and have built our house somewhere, we start on a voyage around the world in a 43-foot yacht?"

ALWAYS EAGER to be on the adventure trail with Jack, Charmian quickly responded. "I'm with you, every foot of the way, but why wait five years? Why not begin construction in the spring and let the house wait."

"No use putting up a house and running right away and leaving it. I love a boat: let's call the boat our house until we get ready to stay a little while in one place."

Thus, one warm fall evening Jack and Charmian decided to

Please turn to Page 44



SKIPPER JACK LONDON
He's in center, Charmian at his side.

Rent A Tool For Every Job



RON HERRING



JIM HANSON



STEVE WOLF

Let our team of talented "Rental Persons" help



SONOMA

RENTAL
CENTER

18400 SONOMA HWY.
BOYES HOT SPRINGS

938-0711

OPEN SEVEN DAYS A WEEK 7:30 — 5:30



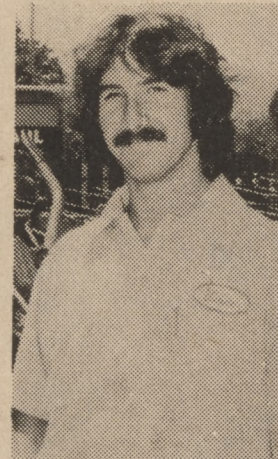
RICH ALLEN



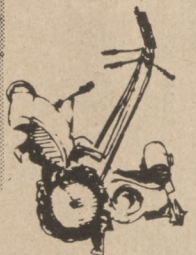
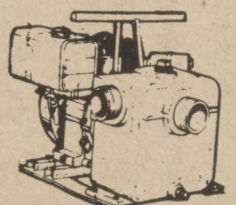
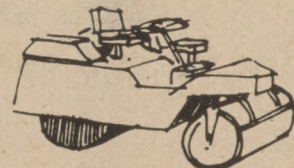
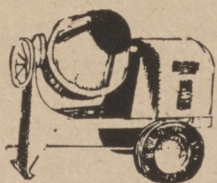
JEFF WEBB



DANE WOLF

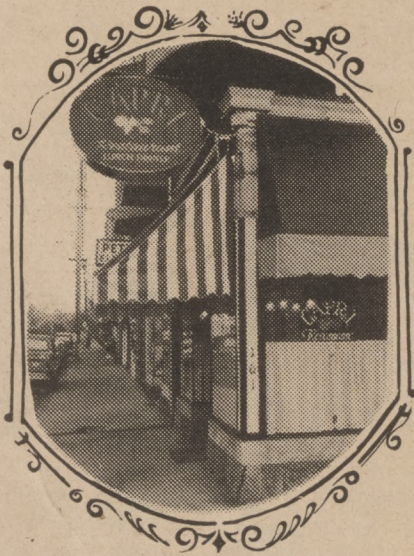


VINCE MATEO



VINTAGE FESTIVAL GREETINGS

from all of us at . . .



We are now serving
dinners and
Sunday brunch only.

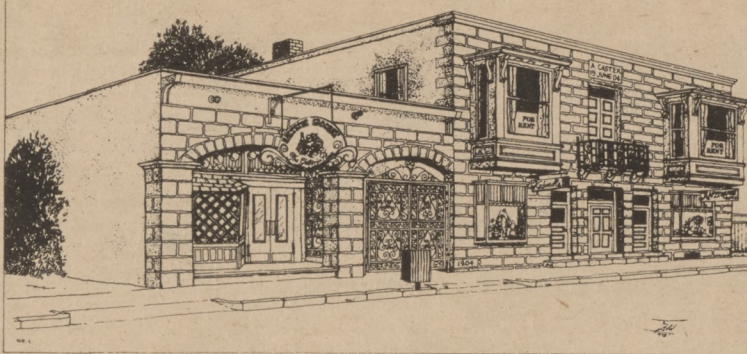
CAPRI
Restaurant

SENIOR CITIZENS

We wish to invite our senior citizen friends in Sonoma Valley to join us Tuesday, Wednesday and Thursday nights when we offer a special 10% discount off their dinner bill.

101 East Napa Street Sonoma, Ca. Phone 996-3866

THE VINTAGE FESTIVAL MARKS THE 1st BIRTHDAY of the EASTSIDE GROCERY



SALAD BAR
(Create your own)
DESSERTS FROM
OUR OVEN

BUFFET LUNCH SERVED
Monday-Friday
11:00 - 3:00

BEAUTIFUL
OPEN FACE
SANDWICHES
OUR OWN SOUP

SPECIAL EVENT

SEPTEMBER 23rd - SATURDAY

INTERNATIONALLY KNOWN DESIGNER, WILLIS HILL
"THE SCARF WIZARD"

demonstrates his latest creative and exciting scarf tying
techniques in our Patio Garden - 12:00 to 2:00 during lunch.

JOIN US

FRIDAY NIGHTS (DURING SEPTEMBER)
CHICKEN BARBECUE
SERVED IN OUR PATIO GARDEN. \$5.95
RESERVATIONS REQUIRED

133 EAST NAPA STREET

SONOMA

938-4909

How Jack London planned and made cruise on the 'Snark'

Continued from Page 43

build their boat on completion of Jack's Eastern lecture tour early in 1906 and leave as soon as it was completed.

Plans for the Wolf House and the building of the "Snark" went on apace in 1906. While Jack and his crew were preparing for the voyage, Johannes Reimers was landscaping the grounds where the Wolf House was to be built at the end of the cruise.

By the middle of 1906, the "Snark" had already consumed over \$10,000 and was only one-third completed -- a boat Jack figured should have cost about \$2,000. However, his original figures had not taken into account the San Francisco Earthquake and Fire which caused havoc with prices when the city attempted to climb out of its ashes.

Suppliers of material and skilled labor got whatever prices they demanded and their demands were high. Jack would have loved to cancel the whole thing, buy a boat, and take off for the South Seas, but he was caught in a trap of his own making.

He had signed contracts with Cosmopolitan and The Woman's Home Companion. The contract had been signed with the shipyard, materials were either on the site or ordered, and the



JACK ON 'BELLE'
Russo-Japanese War, 1904

engine was enroute from New Jersey.

There was nothing to do but go ahead with the plans and hope for the best. The building of the boat was part of the intrigue and interest in the project.

Besides, he needed separate quarters for Charmian, himself, Roscoe Eames and the crew, and

Please turn to Page 45

"VALLEY OF THE MOON"

(3/4 OZ.)

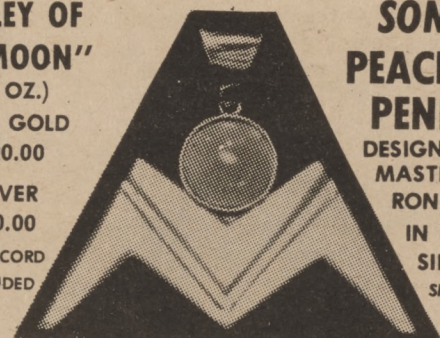
14 K GOLD
\$300.00

SILVER
\$60.00

SILK CORD
INCLUDED

SONOMA PEACH OPAL PENDANTS

DESIGNED BY
MASTER GOLDSMITH
RON LENIUS
IN GOLD &
SILVER
SIGNED LIMITED
EDITIONS



"SONOMA SCENE"

(1 1/2 OUNCE)

14 K GOLD
\$600.00

SILVER
\$90.00

CHAIN INCLUDED



A RARE STONE

THE AMERICAN GEM SOCIETY RECENTLY NOTIFIED MR. LENIUS THAT SONOMA PEACH OPAL WILL BE PART OF A RARE STONE COLLECTION AT THE SMITHSONIAN INSTITUTION, WASH., D. C.

PURE GOLD & SILVER

PLATE ON PEWTER (UNDER \$20.00)

ONLY AVAILABLE AT THESE FINE STORES:

- ★ PARK PLAZA
- ★ VINEYARD JEWELERS
- ★ SONOMA CHEESE FACTORY
- ★ PIP'S WINE & ACCESSORIES
- ★ VALLEY OF THE MOON WINES
- ★ VINTAGE JEWELERS

CALIFORNIA
CREATIVE GEMS
AND MINING CO.
13 MALDONADO AVE.
SONOMA, CA 95476
RON LENIUS • 707-996-8773
QUALITY GEM ROUGH AND FINISHED STONE



JACK LONDON'S BARN, GLEN ELLEN

How Jack London planned and made cruise on the 'Snark'

Continued from Page 44

it would have been nearly impossible to find a boat the size he wanted and designed to fit his needs.

FINALLY, after an eternity of problems and delays, Jack and his crew sailed on their unfinished yacht out of San Francisco Bay on April 23, 1907. The engine was not operating and there was nobody aboard who knew the first thing about navigation.

Jack set a southerly course while he pored over his books on navigation. Once he was satisfied with his progress he changed the course for Hawaii and was soon sailing into Honolulu.

During the nearly five months of completing the "Snark" in Hawaii Jack and Charmian were lavishly entertained by the Islanders. The Londons made their headquarters in a four-room tent-house at the Seaside Hotel on Waikiki Beach.

Jack London was one of the most disciplined writers who ever lived. During the eighteen years of his writing career he seldom failed to write his one thousand words a day.

Two days after the "Snark" arrived in Hawaii Jack sat down in his cottage and started one of the finest short stories ever written -- "To Build A Fire".

During the rest of the cruise of the "Snark" he wrote the equivalent of eight full-length books, including his classic work "Martin Eden".

On October 7, 1907, the little 43' craft sailed out of Hilo enroute to the Marquesas Islands nearly

two thousand miles away. At the time Jack didn't know that such a trip for a sailing vessel was considered impossible.

However, by this time Jack had mastered navigation to the extent that he had little trouble in the long traverse and on December 6 the little craft passed to leeward of Ua-huka, skirted the southern edge of Nuka-hiva and, in driving squalls and inky darkness, fought its way into an anchorage in the narrow bay of Taiohoe.

AFTER A leisurely visit in Herman Melville's Typee the "Snark" headed out to sea again. Several months were spent cruising from the Marquesas Islands through the Society Islands, Samoa Islands, Fiji Islands, New Hebrides and on to the Solomons.

Gradually the "Snark" became a hospital ship and Jack was the worst victim. Among the five diseases he developed were the yaws and a double fistula, but the one that aborted the cruise of the "Snark" was an allergy to the tropical sun.

Leaving the "Snark" in the Solomons, Jack and Charmian sailed to Sydney, Australia on the S.S. Makambo for hospitalization. Accepting the advice of his doctors, Jack put the "Snark" up for sale and returned to Glen Ellen to recuperate.

Arriving home in July 1909, Jack went to work at building a great ranch, making plans for the Wolf House and writing his usual stint of 1000 words a day. The great sea adventure was over, but in the life of Jack London that just meant it was time to start another.

The story of Revolutionary War veteran who died in Sonoma in 1846--and who is buried here

(EDITOR'S NOTE: This article is based on a longer narrative written by Silva Wilson Patridge of San Francisco).

Captain William Smith, a veteran of the American Revolution who is buried in Mountain Cemetery in Sonoma, was only 11 when he served in the Virginia Navy in 1779, three years after the U.S. declared its Independence from Great Britain.

Smith was born Nov. 14, 1768 at Flowerdew Hundred on the James River in Prince George County, Virginia.

He died in Sonoma in May, 1846, just before California declared its Independence from Mexico.

By resigning from the Virginia Navy in February, 1780, Smith escaped the debacle in which that tiny fleet was trapped on the James River by a British fleet under Benedict Arnold, no less.

The youth shipped out of Philadelphia, Baltimore and other Virginia ports in West



CAPT. SMITH'S STONE IN MOUNTAIN CEMETERY

Indies trading ships, making 23 trips over the next decade.

In 1791 he made his first voyage around the world, embarking from Boston in October, 1791.


HE MADE number of similar voyages over the next 18 years or so. In 1809, still sailing out of Boston, he was a mate on the Albatross, which was supposed to establish a trading post at the

mouth of the Columbia River in the northwest U.S.


Trouble with the Chinook Indians caused the traders to abandon their project. Not that they didn't try.

The ship's clerk wrote: "What can be more disagreeable than to sit at table with a number of these rascally chiefs who, while they supply their greedy mouths from your

Please turn to Page 46




Join us for wine in celebration
of the Vintage Festival



SCRIMSHAW PENDANT — HAND ETCHED ON IVORY

Remembrances of the
Vintage Festival
at

SUNSHINE JEWELERS
111A East Napa Street
[707] 996-7779



IL DESINARE

CATERING & FOOD TO GO
AN EFFICIENT AND PERSONABLE SERVICE

Jane Blasi
Phyllis Serafini
20540 Broadway

WEDDINGS • SHOWERS • ANNIVERSARIES
HORS D'OEUVRES • BUFFETS • SIT DOWN



MISSION BELL
It was cast in 1829

SONOMA PEACH OPAL

A NEW CALIF. COMMON OPAL IN PASTEL COLORS
OF RED, PINK, PEACH, GOLD YELLOW & CREAM

Mine Run \$10.00 lb., 3 lbs. \$25.00 5 lbs. \$40.00

Select Grade \$25.00 lb. 3 lbs. \$60.00 5 lbs. \$95.00

Fine Grade 1/4 lb. \$30.00, 1/2 lb. \$50.00 1 lb. \$80.00

Satisfaction Guaranteed, Include Postage

CALIFORNIA CREATIVE GEMS & MINING CO.

13 Maldonado Ave., Sonoma, Ca. 95476

The story of Revolutionary War veteran Capt. William Smith

Continued from Page 45

food with one hand, their bloods
boil within them to cut your
throat with the other, without
the least provocation".

Smith became Captain of the
Albatross and commanded it for
seven years, during which time
it engaged in profitable trading
with the Sandwich Islands.

Smith was in port at Refugio,
just north of Santa Barbara in
1816 when the Mexicans ordered
him to surrender his ship. He
refused and ordered the
Albatross to sail without him.

The ship was supposed to
return, but didn't and the
Mexicans jailed Smith at
Santa Barbara.

Smith was freed several
months later and got a boat
going to the Sandwich Islands
and eventually made it back to
Boston.

ON HIS NEXT voyage, in
January, 1819, the ship he was
on, Borneo, sank "off the coast
of Canada".

Smith lost everything, in-
cluding the precious journals in
which he had described his
voyages.

Smith and the others were
rescued by another ship. He
made other long voyages, in-
cluding one to China. After the
death of his wife, around 1820,
he went back to Flowerdew
Hundred, but all of his family
were dead.

He returned to California and
became a kind of ward of
Pacific sea captains. He
shipped as a guest on many
voyages between Monterey and
Hawaii.

Age finally forced him ashore
and he came to Sonoma,
probably some time in the 1840s.
He died May 8. His death was
described as follows by his
benefactor Jacob Leese. All of
the original quaint English and
spellings have been retained.

"Cinc his las arivail at home
from a visit at the Yerba Buena
22d of the present, he has been
complaining with the Doppsey
but which had left him in all
appearance three days previous
to Death and became weake and
lost all appetite for eating.

"THE NIGHT previous to his
Death I discover he was a
loosing his Speech. I spoke to
him and asked him if he has
consulted with himself to leave
this world. He said not, but said
to God bless you and all the
Children and requested I should
take care of him which was all
and the last he spoke.

"He appeared the next

morning the 5th to be somewhat
easy but speachless and about 4
o'clock p.m. he left this World in
a Dream, Sound Sleep, and
perfectly as natural as if had
life in him".

Smith is the only
Revolutionary War veteran
buried in California. The exact
site of his grave at Mountain
Cemetery is unknown but a
plaque honoring him was placed
at the cemetery in 1965 by the
Daughters of the American
Revolution.



Best Steaks In Town!

sonoma GROVE

**OPEN 4 PM
DAILY**

**DINNERS
5 PM**

**SUNDAY
4 PM**

Prime
Rib
(Weekends)

Sauteed
Dishes

Continental Cuisine

Cocktails

Fine Wines

19315 Sonoma Hwy. 996-5777

VINTAGE FESTIVAL GREETINGS

FROM

**RALPH
RAWSON**
AND HIS
ORCHESTRA
PLAYING FOR
THE
**SPANISH
BALL**



SONOMA MISSION INN
SATURDAY, SEPTEMBER 23 - 9 to 1

MUSIC FOR ALL OCCASIONS

Ralph Rawson
AND HIS
ORCHESTRA

"MUSIC STYLED FOR DANCING"

PLEASE CALL COLLECT
(707) 528-8192

3722 SLEEPY HOLLOW DR.
SANTA ROSA, CA 95404

Un-snobbing a wine snob-or drink what tastes good to YOU

By HERBERT CERWIN

Wines vary greatly in taste and in quality and to some they almost have a kaleidoscopic impact. A way to un-snob a wine snob is to have him try various wines and then have him close his eyes.

In tasting a wine, the eye and the nose are equally as important as the taste buds. The ceremony of the host being offered the first taste of the wine he has ordered at a restaurant before it is served to others is usually hogwash.

Once in a swanky restaurant I told the sommelier that the wine was corked. I thought he'd have a



fit. He took a taste and he said I was right and brought another bottle. (There was nothing wrong with the wine.)

There's a tendency today among wine snobs to buy or order wines made by small wineries. I had a wine the other day made by a dermatologist who has his own winery and boasts that his Pinot Chardonnay is great and un-filtered.

THE WINE I tasted not only was not filtered, it had oxidized and was poor.

The best guide to buying a wine is your own taste. Buy what you like, what you enjoy. Buy from long established wineries who have labs and maintain quality control.

Connoisseurs and wine experts have a language all their own. If the expert is sampling a wine that is poor but does not want to offend his host, he will say "it is very interesting", as one might comment on seeing a painting done by a friend.

But if the expert likes the wine and he is with another expert or the winemaker, he will go into idioms and expressions peculiar to the wine business.

He will talk about the color and he might well say in appraising a red wine, "the color is deep and clear with a garnet tan".

He will then discuss the aroma and say, if he is generous, that it is "full of bloom" and that "it has all the quality of aromatic organic acids as well as myriads of acetates."

The expressions have no special significance and what the expert is saying so far is that it is not a great wine, but it isn't bad either.

AFTER THE expert swishes the wine in his glass and then in his mouth, he will in due time

discuss the foretaste, the mid-taste and the aftertaste.

Of the foretaste, even if the wine is dry, he could say "it is sweet and full, the sugar perceptively delicate."

All wines are treated with sulphur during the fermentation period and if the expert is unkind, he will soon mention that the wine has "too much sulphur."

His opinion of the midtaste might be that "it is young and grapey -- full of rich solid congeners," and add, "it has a nice balance of tannin, not too austere. Body fine."

Of the aftertaste: "young and with lauric acetates." Then and in what the expert calls the adieu, "young and greenish," and as a concluding remark or what is termed the synthesis: "it is a good wine, showing fine promise."

Experts and mostly connoisseurs will dwell on the acidity and tannin content. "Too much tannin", they will say or more commonly, "it has been in the wood too long."

Wine during fermentation goes through various phases and in the wine there are chemicals or acids including carbon dioxide, glycerine, succinic acid, potassium, sodium calcium, iron, aluminid, manganese, as well as traces of tin, zinc and lead, to name a few.

As the wine is racked and long before it goes into the bottle, many changes take place. Some wines have more acidity than others and are even tart or heavy.

EXPERTS TALK about "chewing" Burgundy wines. Some wines are sweet, others delicate and dry, the aroma subtle, while others have a strong perfume.

The best advice about selecting a wine, is how you like it and how it pleases you. To hell with all the advice of experts.

How did you choose your wife, your girlfriend or your man? Not by reading books, or newsletters on the subject of love and life.

Years ago I remember at a tasting someone said to us, "I am not a connozer myself, but this is damn fine wine."

Stop trying to be a "connozer". Drink what you like and enjoy it. That's the reason for drinking wine.

When wind blew

From the Index-Tribune for Mar. 27, 1909: "During the big rainstorm of last Saturday night, Poppe's big frame wine cellar on First st. west went down in the fury of the gale and is a complete wreck.

"The building was an ancient one and had been used for years by Julius Poppe for the storage of wine. At the time it collapsed it was not in use and contained a quantity of old cooperage.

"The building was of little value and will not be restored."

Apple trees

The Gravenstein apple trees were first brought to Sonoma County by the Russians when they established their Fort Ross seal hunting station on the California coast about 1830. The larger acreages around Sebastopol were planted with trees from an Ohio nursery after the 1849 Gold Rush.

Jack London ranch gets many visitors

Famed author Jack London's 1,350-acre ranch at Glen Ellen attracts thousands of visitors annually.

Much of it is now under the jurisdiction of the State Department of Parks and Recreation--including the ruins of the Wolf House and Charmian London's "House of Happy

Walls," the latter a veritable museum of London memorabilia.

London purchased 128 acres of the present property in 1905 for \$7,000 from Robert Potter Hill. Later he bought six other neighboring ranches.

He died on the ranch here on November 22, 1916.

JITTERBUG



Debbie Alexander and Roseanne Cordellos

Pat, Debbie and Roseanne of
Jitterbug wish you a
HAPPY VINTAGE FESTIVAL!

Come by to see us for the
latest in

CLOTHES • SHOES • ACCESSORIES

Open Monday-Saturday - 10 AM-6 PM

Sundays - 12 Noon-5 PM

139 EAST NAPA ST. 938-9823

Railroads in Sonoma Valley-- including a single-rail experimental line

By ROBERT D. PARMELEE

Early Sonomans believed (as most people did) that there would always be railroads, but the Sonoma concept even went so far as to include dreams of a transcontinental railway that would pass through Sonoma County on its way to Sausalito. Such, of course, never came to pass.

But in 1875 Sonoma did get a railroad. Starting about two miles southeast of the modern Schellville fire station, a Mr. J.S. Kohn began constructing a one rail experimental railroad that he said would be cheaper than the conventional two rail track.

One locomotive, one boxcar, and 10 flat cars were built, all of them constructed with a center wheel supporting the weight of the cars, balanced by small wheels on the sides (somewhat like a bicycle with training wheels).

The promoter constructed about 3½ miles of track and conducted a few experimental runs. No regular passenger or freight service was ever attempted.

UNABLE TO raise funds for the project, the developer sold his prismoidal railway in 1877 to a new company called the Sonoma Valley Railroad.

The one rail material was junked, the engine sold to a repair shop in Schellville and the boxcar dumped along the side of the railway track at McGill (near Napoli Lehnert's cherry fruit juice stand).

In 1965, the writer and former Supervisor Carson Mitchell, who then owned some of the land upon which the prismoidal railway had run, attempted to find the remains of the line, but nothing could be found.

The Sonoma Valley Railroad was a more permanent construction, it being built in narrow gauge style (like the old time train now running in Colorado).

The new railway provided both freight and passenger service from Glen Ellen to San Francisco, at first partly by rail and then by ferry from San Pablo Bay, later by con-

necting to another railway at Ignacio, Marin County.

Sonomans could not avoid seeing this railway, as the line was constructed straight up the middle of Eighth street from Schellville, left on Spain street, and direct to the Sonoma

Please turn to Page 49



WHEN TRAINS USED TO BE IN PLAZA
This was the scene in 1888.

**VISITORS
TO THE VALLEY
ARE ALWAYS
WELCOME VISITORS
TO
HANNA
BOYS CENTER**



17000 ARNOLD DRIVE AT AGUA CALIENTE ROAD

Railroads in Sonoma Valley

Continued from Page 48

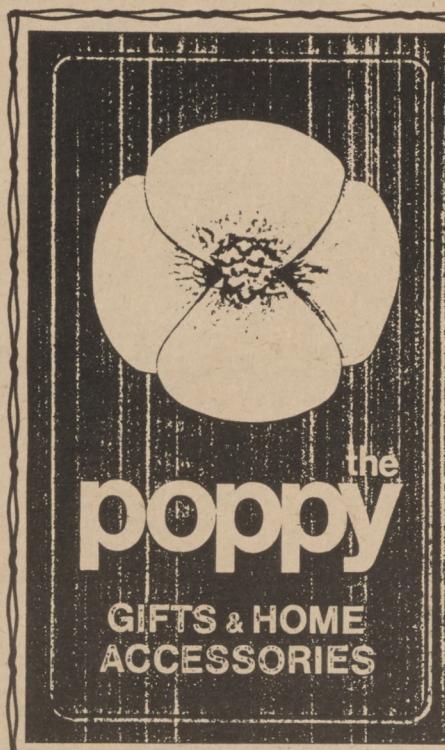
Plaza; and, from there west on Spain then north to Glen Ellen.

The first regular trains began running in 1879; and, soon the Plaza became the scene of great activity. On February 7, 1880, the railway depot was completed (just across the street from today's Sonoma Cheese Factory).

On March 20, 1880, an engine house was completed across the street from the El Dorado Hotel. In June, 1883, a coal platform was constructed and in January 1884 a windmill was placed on the Plaza to pump water for the trains.

The railway had three locomotives, whose names and dates of construction were -- The Sonoma, built in 1878, the Newton Booth, built in 1879, and the General Vallejo, built in 1881.

THE RAILWAY service was as follows: Passengers would leave Sonoma at 6:10 a.m., arriving in San Francisco at 9 a.m. The return trip left San Francisco at 4:30 p.m., arriving



WELCOME TO THE VINTAGE FESTIVAL

- *Wine Goblets*
- *Wine Carafes*
- *Hand Wrought Iron Wine Racks*

107 EAST NAPA ST. 996-2004

OPEN Mon.—Sat. 10—6
Sunday 12—5

BANKAMERICARD

MASTER CHARGE

Doris and Ida, Owners

WEST PLAZA SHOPPING CENTER

WISHES YOU A WARM WELCOME
TO THE VINTAGE FESTIVAL!

J. B.
LIQUORS

ELLIE'S
DELI

QUEEN'S
FISH & CHIPS

GUNDERSON'S
STATIONERS

WESTWIND
RECORDS

LELIA'S
BOUTIQUE

TUULA'S
HAIR
COMPANY

HEIDI'S
INTIMATE
APPAREL

SONOMA VALLEY
T. V.
SERVI-CENTER



LAMBERT JEWELERS
22 YEARS OF FRIENDLY SERVICE

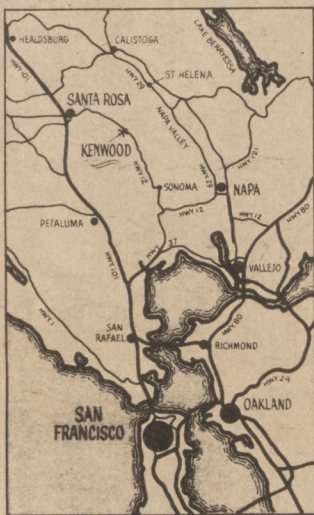


across from the Safeway Shopping Center
at
5th St. West and Studley St.



THE OLD SONOMA DEPOT
Photo is said to date from 1912

KENWOOD WINERY



KENWOOD WINERY

is located at Kenwood in the historic Sonoma Valley. The region is recognized as one of the finest for growing varietal grapes.

Inventories are naturally limited by our efforts to achieve the highest standards of quality. We invite you to experience Kenwood wines and to visit us at the winery.

Kenwood Winery P.O. Box 447 Kenwood, Calif. 95452



Railroads

Continued from Page 49

at the Plaza at 7:20 p.m.

Special additional excursion trains ran on Sundays and holidays, at a fare of one dollar (which seems high to the writer).

On March 13, 1889, the Sonoma Valley Railroad was bought out by Peter Donahue, owner and builder of the San Francisco & North Pacific Railroad and founder of the Pacific Gas & Electric Company.

Mr. Donahue ordered that the railroad track be converted to standard gauge (4' 8 1/2") so that the same trains could run on his tracks in Marin County.

On March 8, 1890, J.W. Swank got the contract to move the railway depot from the Plaza north one block to a new broad gauge rail terminal site, where incidentally the depot remained until it was burned in 1976.

Most Sonomans were glad to see the railway moved off Spain street, contending that the street was too narrow for both railway track and normal street traffic.

The making of these changes came none too soon, as competition from the Southern Pacific Company was at hand. Known as the Santa Rosa & Carquinez Railroad, this new competition was a branch of a branch railway, running from the Napa Valley Branch at a place called Napa Junction (near where today's Highway 12 leaves Napa Valley going east) all the way to Santa Rosa.

It made connections with other Southern Pacific trains, so that it was possible to go to Sacramento and other places on a fairly good schedule.

The new railway opened on May 4, 1888, but not for the town of Sonoma. Apparently, the local people had had enough of filling up the Plaza with railroading. Rather, the new hub of activity was a town called El Verano, about three miles away.

WITH THE OLD Sonoma Valley Railway, now called the San Francisco & North Pacific (later to be called Northwestern Pacific), competition became fierce for both freight and passengers and many accommodating stops were provided.

The station and distances from San Francisco, according to two old time tables in the possession of this writer, are as follows:

Miles from S.F.	Station	Miles	Station
38	Napa Junction	23.22	Ignacio
43	Buchli	28.75	Reclamation
46	Merazo	31.25	Sears Point
50	Schellville	34.43	McGill
55	El Verano	38.25	Schellville
58	Yulupa	40.09	Vineyard
59	Gelston	41.26	Buena Vista
60	Glen Ellen	42.65	Sonoma
61	Warfield	44.43	Verano
62	Beltane	45.43	Agua Caliente
64	Wildwood	46.40	Watriss
65	Kenwood	47.03	Madrone
67	Los Guilicos	47.73	Eldridge
68	Annadel	49.13	Glen Ellen
70	Melitta		
75	Santa Rosa		

(Spellings taken from the time tables)

BOTH RAILWAYS increased the number of stations as the traffic warranted and included both Boyes Springs and Feters Springs.

On the Southern Pacific Railway (SR&C), one could leave from the San Francisco Ferry Building at 8 a.m. or 4 p.m., arriving at El Verano at 9:28 a.m. and 6:23 p.m., returning from El Verano at 6:48 a.m. and 3:50 p.m., arriving in San Francisco at 9:20 a.m. and 6:20 p.m. daily.

The trip required taking two ferry boats, first to Oakland and then across the Carquinez Straits.

The SF&NP (later NWP) also departed from the Ferry
Please turn to Page 51

Annual
Flower
&
Gem
Show

Valley of the Moon Garden Club

Sonoma
Community Center

1 1/2 blocks east of Plaza

276 E. Napa St.

FREE PARKING

•Garden displays

FREE PARKING

•Arrangement competition

•Tea Room and many other center activities

You And Your Visitors To Our Beautiful Valley Should
Know About Our Beautiful

NEW MOTEL

• Air Conditioning • Pool • Cable TV • Direct Dial
Phones • Smoke Alarm Units • Sealy Beds • Coffee
In Rooms • Quite & Peaceful

22 ROOMS 938-8510
RESERVATIONS

And . . . Dinners, Cocktails
And Fine Wines At . . .

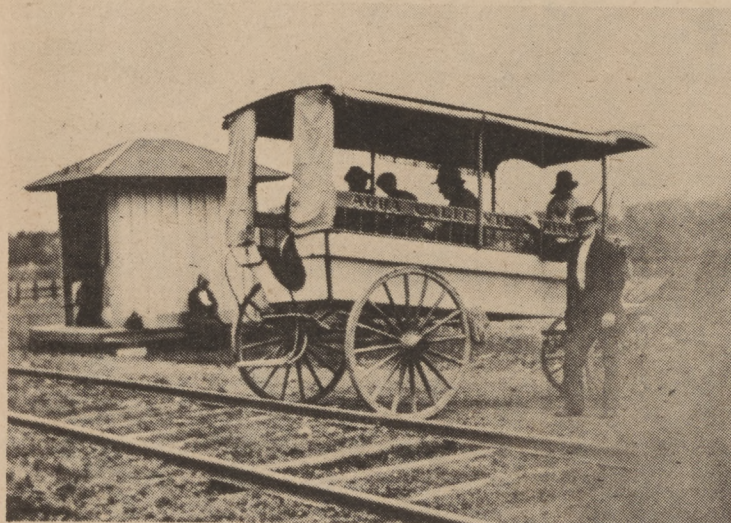
London Lodge

Entrance to Jack London State Park
Reservations Appreciated 996-6306

OPEN AT 4 PM (Closed Tuesday & Wednesday)
13740 Arnold Dr. - Glen Ellen

AMERICAN EXPRESS BANKAMERICARD MASTER CHARGE

Railroads in Sonoma Valley



HOW THEY USED TO MEET THE TRAINS
Early horse-drawn station wagon.

Continued from Page 50

Building at San Francisco at 7:30 a.m. and 5:10 p.m. arriving at Sonoma at 9:27 a.m. and 7:17 p.m., returning to San Francisco from Sonoma at 6:18 a.m. and 3:48 p.m., arriving at the Ferry Building San Francisco 8:40 a.m. and 6:15 p.m. daily.

Additional excursion trains for campers and vacationers were provided each weekend all summer long.

These early railway years were prosperous ones for the valley. Lots of economic growth took place at each station stop, at least until 1917 when the United States entered World War I.

Then things began to change rapidly. First, of course the

railroads were taken over by the government for war purposes, and besides people had other things on their minds than vacationing here in the valley.

Then along came prohibition, and the change in drinking habits was reflected in the character of the passengers and their reasons for travelling.

Finally, the arrival of alternate cheap transportation in the inexpensive automobile meant reduction of revenue produced by the railroads.

RESPONDING to these changes, the Southern Pacific terminated daily year-round service in December of 1928, and the Northwestern Pacific did the same in the winter of 1929.

However, summer excursion trains were continued.

In January of 1934, the SP abandoned its track from Los Guilicos station north to Santa Rosa and from Yulupa station south to Schellville, thus leaving its railway town of El Verano high and dry.

At the same time the NWP abandoned its track from Yulupa (Madrone road) to Glen Ellen. A switch was installed at Yulupa so that both railways used the NWP track in the southern part of the valley and the SP track in the north.

Self-propelled gas turbine cars were run on the track in an attempt to get back passengers, but the national depression forestalled any resumption of traffic.

As a World War II measure, all of the railway track north of Sonoma was abandoned in 1942.

The Sonoma Depot retained its resident freight station agent until (about) 1960 and the depot stood unused until January 1976, when it was burned to the ground.

A near replica has recently been built to serve as a town museum and considerable expense incurred to move two railway cars onto the site.

Oldtimers would never have thought it possible that Sonoma would be without a railway and would have shaken their heads in disbelief at the cost incurred to move two railway cars across First street east.

Italians and the California wine industry

Italians in the California wine industry date from about the 1890s. According to the U.S. Census of that year, only 2 percent of the work force was Italian.

The total number of Italians in the state in that year was 15,495. Within two decades, this figure had climbed to 61,601.

Sonoma had three Italian families growing grapes as early as 1884. The earliest Italian wine maker in California was probably Juan Bandini who was at work in the San Gabriel Mission by 1839.

The new editor was promised assistance

WROTE EDITOR Benjamin Frank, the first editor of The Sonoma Index in the spring of 1879: "We are not sufficiently posted on Sonoma Valley to justify us in the attempt to write it up, but shall do so at a future day."

"General Vallejo, Dr. Van Geldern, J. A. Poppe and others of our old settlers have promised us their assistance in the matter."

A tradition of excellence

14 Years Growing With Sonoma Valley

WAYNE AND CAROL PETERSEN purchased the small jewelry store on the plaza in Sonoma in 1964. It was a small and promising business, offering fine jewelry, watch repair, jewelry remounting and repairing. The young couple worked long hours and made many new friends and customers.

SONOMA VALLEY has grown since that time. More and more people have come to know and patronize the little jewelry store on the plaza. And Wayne and Carol still do watch repair, jewelry remounting and repairing, and sell fine jewelry. But just like the town, the business has grown.

VINEYARD JEWELERS has added to its staff and knowledge. Qualified sales persons, additional watch repair persons and gemologists now assist Wayne and Carol.

The business has kept pace with the times and handles all of the latest digital watches and newer styles of jewelry. Manufacturing, original creations and appraisals are all part of the modern services of Vineyard Jewelers.

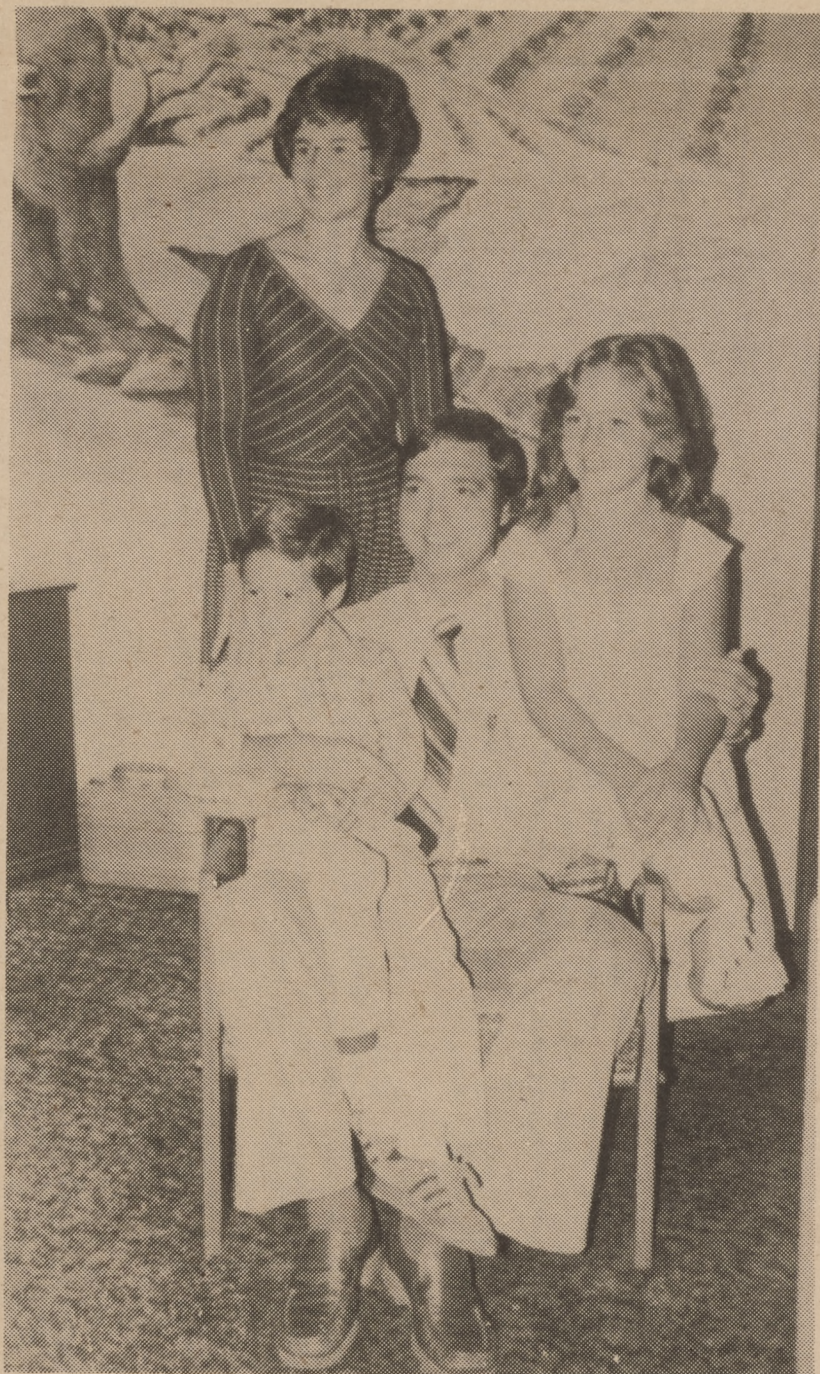
FOURTEEN YEARS is not a long time, but its enough time for Vineyard Jewelers tradition of excellence to become a part of Sonoma Valley's other rich traditions.



"AS PART OF our Fourteenth Anniversary in business, we and the staff at Vineyard Jewelers would like to thank all of our many friends and supporters. Our 14 years together in Sonoma have been successful and enjoyable because of you. And with your continued support, we hope to be here for many more years.

Wayne and Carol Petersen

Vineyard Jewelers



17 E. Napa Street

Sonoma 996-3708

PROGRAM

Friday, September 22

6:30 - 9:30 p.m.

Annual Wine Tasting for Patrons

Chateau St. Jean Winery

Saturday, September 23

11:00 a.m.	Blessing of the Grapes	At the Mission
12:00 noon	Magic Circus	Grinstead Memorial Amphitheatre
12:00 to 2 p.m.	Dixielanders ★ ★	S.E. Corner Plaza
1:00 p.m.	Vallejo-Horaszthy Wedding	At the Mission
1:30 p.m.	Sonoma Valley Chorale	N.W. Corner Plaza
2:00 p.m.	Bear Flag Revolt Re-enactment	N.E. Corner Plaza
2:00 to 4:00 p.m.	Jazz Ensemble ★ ★	S.W. Corner Plaza
2:15 p.m.	Rudy Downey and the K.C. Special	Grinstead Memorial Amphitheatre
2:15 p.m.	Ohani Nui	S.E. Corner Plaza
2:30 p.m.	Sonoma Moonlite Spinners	N.W. Corner Plaza
3:00 p.m.	Schellville Southside Blues Band	Grinstead Memorial Amphitheatre
4:00 p.m.	Fluid Drive	Grinstead Memorial Amphitheatre
4:00 to 6:00 p.m.	Larry Dunaway's Western Band ★ ★	S.E. Corner Plaza
4:30 p.m.	Firemen's Waterfight	Spain St., North Side of Plaza
9:00 p.m. to 1:00 a.m.	Spanish Ball	Sonoma Mission Inn

Sunday, September 24

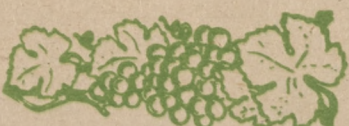
12:00 Noon	Magic Circus	Grinstead Memorial Amphitheatre
12:00 to 2:00 p.m.	Dixielanders ★ ★	S.E. Corner Plaza
1:00 p.m.	Vallejo-Horaszthy Wedding	At the Mission
1:30 p.m.	Jane Voss and Hoyle Osburn	Grinstead Memorial Amphitheatre
2:00 p.m.	Vintage Festival Parade	E., S. and W. sides of Plaza
2:30-4:30 p.m.	Sonoma County Concert Band ★ ★	N.W. Corner Plaza
3:00 p.m.	Clara Greco Accordion Ensemble	N.E. Corner Plaza
3:00 p.m.	East Bay Banjo Band	S.W. Corner Plaza
4:00-6:00 p.m.	Los Rhythmites ★ ★	S.E. Corner Plaza
4:00 p.m.	Smokin'	Grinstead Memorial Amphitheatre
5:30 p.m.	June School Folk Dancers	N.W. Corner Plaza

NOTE: Throughout the two days in various parts of the Plaza, unscheduled entertainment will be staged. Please check with the Information Booth for a copy of the schedule of the day. Unscheduled entertainers slated to perform include William Forshey, strolling troubador and Harvest, five local musicians.

★ ★ Courtesy of the Musicians' Local #292 A.F. & M. and a grant from the Recording Fund in New York City.

PASSING THE HAT: The Vintage Festival has had serious financial problems due to increases in insurance, police protection, scavenger services, etc. So much so that the Sonoma City Council and Festival Association board have given permission to local entertainment attractions to "pass the hat" so that they may at least cover some of their incidental expenses. None receive a fee from the VFA's current budget. -- Daniel T. Ruggles, chairman; Jean K.T. Carter, Assistant, Music Committee.

Supplement
to
**The Sonoma
Index & Tribune**
September 21, 1979



**Front cover
art work
by Jeff Sapp**

To all those who contributed

The publisher and staff of the Index-Tribune wish to thank the many persons who made contributions to the annual Vintage Festival supplement which appears with this week's paper.

Most of these contributors help out each year. The stories, pictures, research and background supplied by these persons -- both professionals and amateurs -- contribute greatly to the authenticity and interest of the features in the Festival tab.

Their contributions to the history of Sonoma Valley are unique and greatly appreciated. They are trustworthy guides to this area's colorful past -- a past that comes to have more meaning year by year.

AT THE COMMUNITY CENTER

276 E. Napa St.

Both Saturday and Sunday

Flower Show **Plant Sale** **Country Kitchen**
(Auspices Valley of the Moon Garden Club)

Display of Gems and Rocks
(Valley of the Moon Gem and Mineral Club)

Arts and Crafts Displays
All activities at the Center will be from
10 a.m. to 5 p.m. both days

INFORMATION CENTER

Located in the center of Sonoma Plaza at the head of Broadway.

STAGECOACH AND BUGGY RIDES

There will be Stagecoach rides and Open Victorian rides in the country. Both rides will begin at a central location on the plaza.

WINDOW DISPLAYS

A free map of businesses participating in the annual Vintage Festival window display contest is available in the Plaza during the Festival.

Categories for the competition this year are as follows: Historical (1) Individual, or (2) group or antique shop; Indian; Viticulture; Commercial, in which the participating business creates a window decor showing how that particular business would have looked 100 years ago.

THE HOMETOWN PARADE

One of the Vintage Festival highlights, especially for the participating children, is the old-fashioned Hometown Parade to take place around the Plaza on Sunday, beginning at 2 p.m. Just find a spot anywhere on the four sides of the plaza and you'll have a front row seat along the line of march. Prizes will be awarded in a variety of categories.

Invited to Festival as honor guests

Invited to be honored guests at the Vintage Festival's Blessing of the Grapes ceremony on Saturday in front of the Sonoma Mission are: U.S. Senators Alan Cranston and S.I. Hayakawa, Congressman Don Clausen, State Senator John F. Dunlap, Assemblyman Mike Gage, Supervisor Brian Kahn and Mayor of Sonoma Henry Riboni.